

# THE Organized FARMER

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Photo by Ernst of Goertz

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GENERAL SCIENCES

X, No. 2

February, 1961



# GROW THE BEST...

PLAN NOW TO USE

## Registered or Certified Seed

### WHY USE REGISTERED or CERTIFIED SEED?

1. The seed you use is the most important factor in your farm program. Use of Registered or Certified seed is your best assurance for highest returns—a clean crop of good quality.
2. Seed sold under the name Registered or Certified must meet the grade standards required by the Canada Seeds Act — this means guaranteed germination and free of weed seeds.
3. The difference in price between high yielding, high quality crops from Registered or Certified seed, when compared with probable crops from ordinary seed, is indeed small.

### REMEMBER TOO!

For normal commercial purposes Certified seed will likely prove just as satisfactory for your use as Registered seed—which costs slightly more. Unless you intend to specialize as a grower of Registered seed—you can hold your cost down and still be assured of a high quality crop—by using seed that is Certified.

Ask your local U.G.G. agent about the exchange plan approved by the Canadian Wheat Board through which Registered or Certified Seed may be obtained by producers.

SAVE MONEY — SAVE TIME — SAVE EFFORT —  
DECIDE NOW TO USE REGISTERED OR CERTIFIED SEED!

*United Grain Growers Ltd.*

# The Organized Farmer

EDITOR \_\_\_\_\_ ED. NELSON

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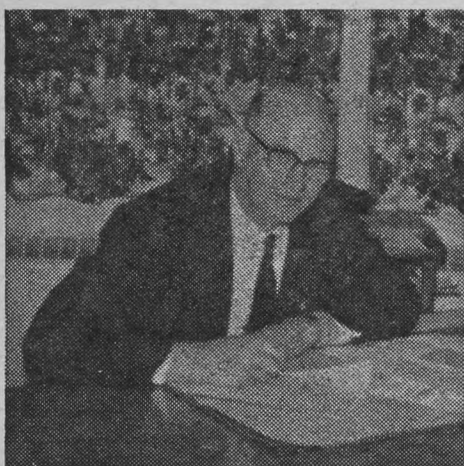
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## President's Report

by ED NELSON

Last month, in this report, I tried to deal with some of the "facts of life" as I see them. Since I have had several letters and verbal pats on the back. So far I have had no slaps in the face. I wish I could believe the results indicate complete agreement. On the other hand, I wish those who do not agree would speak up, because no opinion is all right or all wrong. Only by seeing both sides can we hope to progress. Thanks for the bouquets.

This month has been an active one on the part of your board. The second week of January saw the board and members of the Advisory Committee of F.U. & C.D.A. sit down together for two and a half days, to get better acquainted and study some of the problems associated with our program. I believe the meeting was fruitful in more ways than one. I think there has been a certain concern in the minds of many about this new program. The meeting cleared away some of the doubts, and I am sure we will see more enthusiasm from now on.

There was unanimous agreement that direct membership organization is necessary. It was also agreed that participation by the members is important. As interest in the F.U. & C.D.A. grows, I am sure there will be more participation, but the province is large and our resources are limited. It will take time.

The Board met for the balance of the week and threshed out some thorny problems. During the week we made our annual submission to the Provincial Cabinet, in which the whole board took part. The budgeting Committee proposed a budget, based on 27,000 family units, to the end of the year with a small surplus. Whether this is optimistic or not remains to be seen. Certainly, if the plans made by the board members materialize, there should be no problem. Those of you who are members, can help your director immeasurably by picking up those who are not members. You can also help by providing canvassers for those areas that were not canvassed.

If you signed a requisition to have your dues collected with your taxes, bear this in mind and in case the municipal secretary forgets to ask, you might remind him. If you have not been able to pay your taxes, and many of us have not, then might I suggest that you send in your dues direct to our office.

The last week of January will be spent mostly with the annual meeting of the Alberta Federation of Agriculture. Delegates from the F.U.A. this year are Mrs. Sissons, Mr. Hilton, Mr. Babey, Mr. Doupe, and Mr. Muza, besides the three board members. I expect some plans will be made to attend the annual convention of the Canadian Federation in Ottawa in February. This will be the 25th anniversary of the C.F.A. and will represent another milestone in the history of farm organizations in Canada. It speaks well for the leadership of Dr. Herb Hannam, who has been President for a very large portion of those 25 years, that he has been able to keep such a variety of organizations so closely tied together. Alberta has always taken an active part in C.F.A. affairs, even in earlier days, when it was the Canadian Council of Agriculture.

The C.F.A. with Dr. Hannam and his staff in the Ottawa office on Sparks Street, have done a good job of keeping in touch with government this past year. They have presented an unusual number of briefs and other submissions to the various committees and commissions.

One of the guest speakers this year, is the president of F.A.O. Mr. James

Patton, who is also the president of the U.S. National Farmers' Union. It is my hope that we can carry more of the reports of C.F.A. in the Organized Farmer this year.

I am looking forward to my first meeting with the Western Stock Growers on the 30th of January. We must learn to work together with this group of fellow-stockmen and understand each other better.

Last month in the Organized Farmer we suggested that all of us should take a look at our own machinery company when we need machinery. May I remind you again that this can be a very important part of our farming business. Most farms these days have at least \$20,000 invested in machinery. Most of this turns over about once in every 10 years. C.C.I.L. has consistently shown that farmers can save more than 15% by buying through their own co-operative. That would amount to more than \$3,000.00 saving every 10 years. It's worth thinking about.

This is the time of year when most people think of income tax even if they have no income. We have heard of many instances of people being pestered by "experts" to make out farm returns. May I remind you again, we have Mr. Ambrose, in the office here, ready and willing to help you. You may mail your problems to him or see him in the office. Come early and avoid the March and April rush. He will not charge you a small fortune either.

How about the liability insurance before spring work starts? These are your services. Why not use them?

### COVER

From time to time the National Safety Council grants awards to those organizations who have done an outstanding job in the field of safety.

The F.W.U.A. last year spent a lot of time and energy collecting data of farm accidents in Alberta. The results of this survey, plus the articles on safety which appeared in the Organized Farmer during 1960, won for them one of these coveted awards.

Cover picture shows Mrs. Florence Sissons, Farm Safety Convenor and First Vice-President of the F.W.U.A., receiving the award from Bill Perkins, Alberta Safety Council's Field Service Manager for Northern Alberta, while Mrs. Braithwaite and Mrs. Gibeau look on.

## F.U.A. Presentation to Provincial Cabinet

Your FUA Board of Directors met with the Provincial Cabinet on January 12th to present our yearly submission. Members of the cabinet present were Hon. E. C. Manning, Hon. R. D. Jorgenson, Hon. E. W. Hinnman, Hon. L. C. Halmrast, Hon. R. Patrick, Hon. N. A. Willmore, Hon. A. O. Aalborg, Hon. Dr. Ross, and Hon. R. Reiersen.

### Livestock Program

We expressed our appreciation to the government for implementing a livestock improvement and breeding program. As an extension to this program we suggested the establishment of a Veterinary College in Alberta. The cabinet stated that as there were adequate facilities at Guelph, there were no immediate plans to build a college here, because of the cost.

### Taxation

On this question the government feels that the shift has to be made to control costs, before taxes can be lowered. People need to be educated that increasing services will bring up taxes.

### Marketing Boards

The legislation on marketing board will not be opened up this year. They feel that if the producers are really interested in marketing boards, that we would be able to obtain 51% of all registered producers to vote in favor.

### Crop Insurance

We asked for enabling legislation so that a crop insurance program could be instituted in co-operation with Federal Government. Mr. Halmrast stated that the farmers have not shown much interest in this, and until interest is shown, legislation will not be brought forward.

### Cost of Education

The cost of education is being studied at length by the government we were informed.

### Farmers' Holiday

The greatest objection to the Farmers' Holiday is the date. We would get more co-operation from the general public if the date were changed to July or August.

### Taxation of Power Lines

We asked that R.E.A. lines be exempt from any tax put on power lines. They had nothing definite to report but are trying to work out a program. Our point was well taken.

### Farmers' License

We asked that the government institute a Producer's License which would have to be obtained before sale of produce, this license to include Farm Union

## The Paying Member Carries the Load

The National Farmers Union of England and Wales has been looking into the age old problem of non-members obtaining benefits actually brought about by the work and contributions of paying members. They have studied the situation in England and Wales, and they report that some 80,000 farmers there do not bother to become actual members of the union, largely because they are able to benefit from the activities of the organization without actually committing themselves to mem-

bership and membership dues. Because of this, the NFU is seriously studying ways and means whereby benefits might be restricted to members.

Several suggestions have been put forth. One suggestion would have the union set up subsidiary organizations for the grading, branding and pre-packaging of members' produce only. Another calls for a study of co-operative buying with the emphasis on bulk buying for cash, with potential discounts of 17½ percent for members only. A third suggestion was that the union explore the discount arrangements now in common usage by trade unions. The plan now in use in these trade unions provides for discounts of as much as 20% on watches, 15% on carpets and furniture, 12½% on refrigerators, washers and television sets, simply by producing a membership card in the union.

### Damage by Game

We asked for an insurance plan and were informed that legislation will be introduced on this at the next session.

### Bill of Rights

We asked for more adequate law for trespassers. The province is not free to legislate in this field, as trespassing is now covered by the criminal code, and the code would have to be amended before change could be made.

### Compulsory Taking of Land

We asked that legislation be brought in to pay compensation for compulsory taking of land. They hope to bring in a new expropriation act this year.

### Police Protection

We asked that the R.C.M.P. be compelled to investigate all complaints of theft of the farmer's property. The Premier stated that he would take this up with R.C.M.P. Commissioner. If there is a complaint, it should be made specific.

### Radio-Active Contamination

We urged that the proposed atomic experiment in the Athabasca tar sands be postponed until such time as more is known about the safe disposal of the radio active waste from nuclear experiments. The cabinet informed us that the whole matter is being deferred for further consideration.

### Hutterites

We asked that no more land be granted Hutterites until a study has been made. We were told that two committees have already investigated the Hutterite question. They could not freeze the acquiring land at present. Three or four are turned down for every land grant approved.

On the question of education, the cabinet felt that the Hutterites would not change their communal way of living, and thus we could never integrate their children into our schools.

bership and membership dues. Because of this, the NFU is seriously studying ways and means whereby benefits might be restricted to members.

The NFU states it thusly: "Membership at the moment is far too little a matter of good business. It would pay us to put this right."

Here in Canada some of the same conditions prevail in our organizations, particularly in the field of marketing organizations. Much of the opposition to marketing legislation is aimed at the so-called "compulsory features" of these plans. In all fairness, it is best to remember that the reason for these compulsory features in the first place is to prevent people from operating outside of the plan, obtaining all of the benefits, but refusing to accept the regulations, and responsibilities that are necessary to finance and operate such a program. — C.F.A. Bulletin.

## The 'Nose Creek Story'

by ED NELSON

One of the faithful delegates to our annual conventions is Myrl Beaton from the Beddington district north of Calgary. This year Myrl brought with him a book compiled by the people of the Beddington district, and dedicated to the pioneers of that area.

It is a history of the district, called "The Nose Creek Story." It was my privilege to be able to order one of these books from Myrl and I received it recently. It is a remarkable piece of work, printed in Calgary by John D. McArar Ltd., on first class paper and beautifully bound. As a record of family histories, it is invaluable. I would like to suggest that every local might very well buy one. What about your district? There is history in every corner of Alberta. Why not try to duplicate the feat of Myrl Beaton and his neighbors.

## Farmers Need NOW The Best Leaders They Can Find

by JIM REVEL  
(in The Farmer's Advocate)

The time for farm organization annual meetings is upon us.

As regularly as spring follows winter this new season has come into the lives of farm people. It is well to prepare for it just as it is necessary to prepare for spring.

Never before have farm organizations had so much at stake and their responsibility continues to grow. The people elected as directors and executives at these annual meetings will mold the policies that will spell success or failure for great numbers of farmers.

Therefore it so vital that the men and women elected are equal or have the potential to equal the jobs they accept. It is equally vital that the voters at these annual meetings know the candidates by their ability, their accomplishments and their intentions.

No longer are farm organizations justified by fellowship alone. With the coming of farm marketing boards, has come greatly increased responsibilities which our leaders must assume. Marketing boards have put tremendous bargaining strength in the hands of the farmers. We must not allow this new strength to be used unfairly against consumer, processor or producer.

Barnyard philosophy is not going to unravel the complex and frustrations facing agriculture. No one though should have a better understanding of these problems than farmers themselves. It is not expected that the capable representative must have a college degree. Some of our most successful leaders are and have been self educated.

But the man who proudly boasts that he received "all" his education on the end of a five-pronged fork should be left leaning on the fork where his training will be of the most value.

For some, farm executive work will be new. But for new and old-timers alike it will require their continuous attention. There will be those who will merely swell up with their responsibility. Those who grow will be the ones who put forth the effort to keep themselves informed. By reading the daily papers and farm magazines, by listening to broadcasts and by keeping a sharp eye on current events they will keep abreast of the times.

Experience and good judgment, diligence and ingenuity, combined with an open mind are the requirements a farm leader needs. A fork-handle apprenticeship could be a great asset to this type of farm businessman.

Choosing farm executives is second in importance to nothing. Farmers are going to have to solve farm problems themselves. If solution is left to government then we are going to have more government control. If solution is left to anyone else in the industry of food handling it will be done in a way to give themselves a bigger and bigger piece of the cake.

How can you choose your man? From the editorial page of this paper came these shrewd observations. "Small minds will deal with other people's affairs. Average minds will deal with current events. Real leaders will talk about policy and future events." This last man will make his decisions on the basis of fact rather than on expediency. They will be made without regard to personal consequences. Only when questions of policy are settled in this way can we have progress. Only then can we have true farm opinion expressed.

Farmers are inclined to ask, "What can I do about it?"

Every farm organization member can have an influence on policy. By taking a little time to acquaint yourself with the pros and cons of the question of the day you are in a position to pass judgment. You are in a position, too, to help choose the candidate who has

## Income Tax Information Day

The University of Alberta Extension Department, F.U. & C.D.A., Department of Agriculture, and Income Tax officials are co-operating with three F.U.A. Districts to provide "Income Tax Information Days". The three events planned will be a pilot project on which to base similar programs next year for any interested district.

Each program will start at 10 a.m. and close at or before 4:30 p.m. The team of officials will deal with Income Tax questions and procedures concerning those at the meeting in preparation for preparing their individual reports.

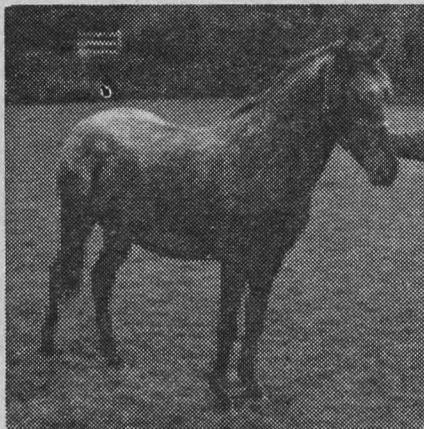
E. F. Montgomery and Ken McIntosh have made arrangements for Districts 1 and 2 to meet at Fairview, Broadway Cafe, Thursday, February 16th.

Tom Foster has plans made for Westlock, United Church basement, Wednesday, February 22nd.

Paul Babey and District 4 Board are all set for St. Paul Legion Hall, Wednesday, February 22.

ideas similar to your own and will carry them out.

For leaders we need men who will turn our difficulties into opportunities. When self-reliance replaces the mother hen of government assistance farmers will be in the driver's seat. Agriculture will no longer be a chronic invalid in a husky young country



## VIKING PONIES



Get in on the ground floor and produce a friendly but fast family pony by using a Viking stallion for your good mares. Half Viking studbook to be established.

**Fogelvik Farms,** Innisfail, Alberta

# Why Not a Snow Road?

(The Family Herald)

In Scandinavia, snow is a substitute for asphalt and concrete. They build thousands of miles of snow roads annually.

Why does snow under a ski track stay on a field long after all other snow has melted? Why, over deep snow, can you follow reindeer in an automobile?

Twenty years ago, such oddities about snow challenged the interest of Scandinavian road builders. They investigated snow till they found out the "whys." Today, in northern Europe, engineers are building excellent winter roads of snow, very durable under heavy traffic.

Indeed, in Finland almost all winter traffic, heavy and light, moves atop deep snow. Sweden lays down 5,000 miles of snow roads each winter to speed up motor traffic, plus 50,000 miles of snow strip roads to move out huge tonnages of logs and pulp. Snow fences are unnecessary. In spring, the road bottoms hold. Snow is being handled with as much skill as concrete, asphalt and gravel.

To Canadians, the road machinery used in Scandinavia is curiously different. Barely does an early winter subarctic blizzard abate before their road crews bring them out. Behind tractors, their powered rotary tillers flail the new snow mercilessly with chains. Lug rollers pound into the whiteness like pummeling reindeer hoofs. Rotating paddles churn the roadway with sternwheel persistence. Wide pontoons, riding sideways, tremble and shimmy atop the snow like titan reducing machines.

Out of all this, top-rate roads emerge. Within 48 hours, the lifelines of Scandinavia's pulp and timber industries are crawling with wheeled, half-tracked and crawler traffic, all towing trains of tremendously loaded sleds. Cheaply maintained, those snow roads will remain reliable through thaws, rainstorms, ground drifters, sleet, blizzards. Hardly a conventional snowplow will be seen, even on the wide white arteries connecting permanent highways.

Canadian road men are becoming very interested in what they're doing. Our northern industries, forestry departments, and military forces have been sending observers and scientists to calculate the costs of such roads, test their practicability, and see if the techniques are adaptable to Canadian conditions. Consensus is that there's a big place in some parts of Canada for a snow road program, particularly in logging and pulp transport, shortcuts between high-



A SWEDISH "SNOW ROAD"

ways, access through bog country, temporary thruways.

What is it that changes north Europe's snow from usual sand-like texture to concrete-like stability? Why are their snow road builders not plagued by soft pockets which usually occur in "packed" roads?

Snow, under investigation, has turned out to be a magic substance. Take grainy "corn" snow that just won't pack. Drive or step into it and what happens? Wheels or feet sink in promptly, because so much of the shifting stuff is pushed aside in the process. It is like sand. If you drive over it repeatedly with a wide-track vehicle to pack it, you still haven't anything you could call a packed road.

Then suppose, overnight, a foot of soft, large-flake snow falls on the corn snow. We try packing again with a caterpillar tractor. It packs too easily, sticking to the treads. Indeed, we pick up so much snow we are apt to break the track. On the other hand, even if the new snow should flatten evenly atop the corn-snow bottom, its soft crust will still break up under traction.

But here is the magic. Suppose we were to drive a large herd of reindeer or caribou through such a field. What would happen? We'd at last have the makings of a good snow road which, with proper finishing, would stand up under punishment from hoofs, wheels, treads. Why? What do the reindeer do to the snow?

Scandinavia's secret lies in this simple fact. Contained in any snowdrift are the unmixed ingredients of first-class road. We were unsuccessful in our packing attempts because we didn't know how to bond together those separate ingredients effectively. Those people do.

"We've found," a Swedish road man

explains, "that the ideal way to build a snow road is as follows:

"The snow is treated with a snow mixer which mixes the snow down to the bottom of the road, and simultaneously grinds the snow particles as fine as possible. This is followed by dragging in order to level the road, and by compaction with a vibrating plate. The result will probably be a snow road compacted to ground level. The bearing capacity and resistance to the softening effect of the weather on such roads will be better than those roads built according to any previous method."

"We aim in road maintenance to prevent four things from happening," the Swedish road man explains. "First, we have to stop all the snow particles from growing. Second, those particles must not be allowed to become spherical in shape. Third, the binding ice between such particles must be prevented from melting, whatever the temperature. Fourth, water vapor must never be allowed to work up from the bottom snow layers."

Snow road equipment — amazingly, considering all these factors—is largely limited to crawlers, half-tracks, rack-rollers, rotary tillers, snow-packing discs, vibrating plates and drags.

As Rune Eriksson, of the Swedish forestry service, says, "Using snow to construct roads is rather like setting a thief to catch a thief. Snow is most frequently considered an obstacle to traffic which must be plowed off the road as fast as possible. If the snow is compacted instead, it may under favorable conditions carry heavy vehicles, and therefore, a snow road may be a favorable solution to many transport problems from economic viewpoints."

Today, snow is interfering with Canada's economy. Tomorrow, it may be an invaluable asset to us.

## A Multi-Million Dollar Chemical Complex

A multi-million dollar chemical complex which includes Canada's first basic pesticide plant will be constructed in the Saskatoon area this spring, George Urwin, President of Interprovincial Co-operatives Limited, Winnipeg announced recently.

Mr. Urwin stated that the Saskatoon site was an economically-sound location. It would give Interprovincial Co-operatives ownership of an access to strategic raw materials. At the same time it would place them in the heart of the major market area for their finished goods. Proposed capacity is large enough to meet the greater part of the demand for herbicides in Western Canada.

"This expansion into the basic manufacture of chlorinated compounds provides a history-making example of full integration by the Co-operative Movement," said Mr. Urwin. "It is part of an ever-growing, flexible chemical operation designed to facilitate expansion of production when necessary, and to develop and manufacture new products as required by the changing needs of a growing Canada.

"We feel that Interprovincial has taken a giant step forward with this new chemical complex. We are establishing Saskatchewan's first Caustic-Chlorine plant, and we are constructing the first herbicide plant to integrate the manufacture of an important part of its basic requirements wholly in Canada. We will be able to improve and extend our services to Co-operatives and farmers across Canada, as well as to other segments of the Canadian economy and society. It is a practical demonstration of our faith in the strength and vitality of the Canadian economy and of the Canadian people."

Since 1953, Interprovincial has formulated pesticides at its St. Boniface, Manitoba plant. It has supplied farmers across Canada, through its Co-operative member distribution channels, with herbicides, insecticides, rodenticides, fumigants and other agricultural chemicals.

Interprovincial Co-operatives Limited is a National organization set up to meet the needs and wants of the people of Canada. It operates on the principle of giving the people what they want, when they want it, in the quantity they want it, as efficiently and effectively as possible, with the highest quality of goods and services possible.

## Declaration for Survival

Canadian educators played host in Montreal at the end of August to delegates from 52 countries and 45 international organizations, gathered for the Second World Conference on Adult Education.

"Our first problem is to survive," said a major declaration adopted unanimously. "It is not a question of the survival of the fittest. Either we survive together or we perish together. Survival requires that the countries of the world must learn to live together in peace."

The United Nations Educational, Scientific and Cultural Organization will publicize the declaration throughout the world, irrespective of current conflicts and divisions.

The document says the destruction of mankind and the conquest of space have become technological possibilities. No previous generation has been faced with the extent and rapidity of change facing us now.

"We believe," it asserts, "adult education has become of such importance for man's survival and happiness that a new attitude toward it is needed . . . People everywhere should come to accept adult education as normal, and governments should treat it as necessary."

—The Educational Courier



## BELIEVE IT OR NOT -- SEED TREATMENT TIME IS HERE

We wish to remind farmers that U.F.A. Co-op handles the full line of Green Cross liquid and dust seed treatments. Panogen, a liquid mercurial seed treatment, is also available. Avadex, for wild oats control is also in stock at the U.F.A. Co-op Farm Supply Centres.

Detailed descriptive literature on seed treatments is being mailed to members of all U.F.A. Co-op Locals. Others interested can write for copies to any of the addresses listed below.

If you are in Calgary or Edmonton or Grande Prairie, call in at the U.F.A. Co-op Farm Supply Centre where you can get expert advice from the staff in charge.

In Calgary the Farm Supply Centre is at 4720 - 1st Street S.E., In Edmonton it is located just off the Fort Trail south of Canada Packers' plant. In Grande Prairie the Centre is north of town and just east of the radio transmitter.

## U.F.A. CO-OPERATIVE LIMITED

Box 1056, North Edmonton

Grande Prairie, Alberta

4720 - 1st St. S.E., Calgary

# Farmers' Union of Alberta

9934 - 106 Street, Edmonton, Alberta — Phone: GA 4-0375 — After 5 p.m. HU 9-6955

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## Probe The Depths

by ERNEST PAGE

It is sometimes contended that co-operatives, particularly marketing co-operatives, should modify the usual rule under which each member has one vote in an annual meeting, in order to provide a control structure for the organization which will bear some relationship to the patronage of the members. Usually a low ceiling on the number of votes per member is suggested but, subject to this, the idea is the more patronage the more votes. This contention is disarming in its logic and simplicity. Let us examine it more closely.

The co-operative movement is an instrument of social justice. This is one of the few really irreducible principles. It is much more fundamental than the rule of "one member, one vote". People, not wealth, control a co-operative. Wealth controls a profit company because each share means a vote. But are we to give to wealth the control of a co-operative not, to be sure, by increasing the voting strength in proportion with investment, but by the equally questionable method of basing voting strength roughly on patronage? Other factors being equal, in a marketing co-operative especially, will patronage not tend to be in proportion to the wealth of the member?

## Farm Membership

THE FARMERS are now making their big drive for membership in the F.U.A. This is a creditable effort—the only part that makes us wonder is that such a drive is necessary at all.

These questions have obvious answers but they have very subtle implications. The human personality has its concepts of equity which are intimate and deep. We all try to be fair and make allowance for those of higher economic status on the grounds that they are smarter or more fortunate in the chances of life. But make no mistake about it, down deep in our hearts, most of us little people harbour a latent resentment, it being the stuff of which revolutions are made.

If the concept of "wealth before people" is ever interjected into the co-operative in the slightest degree, we little people will kill it as sure as fate. To kill it we will use our most potent weapon — merely staying away. The co-op needs us little people. It can't exist without us. It can't afford to raise doubts concerning its social integrity. It must always remember that each one of us thinks, and within reason is entitled to think, that he is just as important in the Scheme of Things as any one else.

Surely the farming population knows by this time that they need to speak with some sort of united voice if they are going to compete for attention with the numerous other vocal and insistent voices that are directed toward the place where the policies of the nation are decided.

THE MEMBERSHIP is a paltry five dollars—less than we spend on most any other item you can name. As we have stated before this is something that could well be remedied—to the benefit of all. Perhaps a substantial increase in the fees is just what is needed to make farmers realize that the thing is big business and worthwhile.

OF COURSE there are farmers who would find a higher membership fee a burden. But would it not be better to even give these people a reduced rate than to hamstring the whole organization for lack of capital?

IN ANY CASE, for the time being the fee is \$5.00 per year, and every farmer is urged to make a special effort to get his dues paid during the campaign.

IF YOU DON'T like the policies of the F.U.A. that's an even better reason why you should be in, so that your voice will be heard, and the ills which make you unhappy may be remedied.  
—Wainwright Star-Chronicle

## Worth Remembering...

# Edmonton's Royal George Hotel

FRIENDLY SERVICE - - - SUITABLE RATES

## Egg Groups -- Are They The Answer?

(From—The British Farmer)

The whole of agriculture is engaged in a quest to find ways and means whereby an industry composed of tens of thousands of small, independent producers can get itself into line with distributive techniques based on the needs of large retail outlets served by large-scale manufacturers.

One solution is integration. This has already provided the dominant pattern for the broiler side of the poultry industry, and there are signs that it is spreading on the egg side.

A typical case might involve a group of, say, 30 commercial egg producers. They would be required to buy their requirements from nominated suppliers; keep a minimum number of birds—say, not less than 2,000 each; clear out old birds, accept replacement stock, keep the houses free for disinfection, etc. according to a set timetable; buy their replacements at 'near point of lay' from specified 'rearers'.

In return, the producers would buy chicks, housing, feed and equipment at concessional rates, and have the benefit of an Advisory Service; they would also hope to receive a premium (perhaps about 5c a dozen at current prices) as a result of higher retail prices received for eggs 'guaranteed not more 3-4 days old'.

### Advantages

This is briefly the arrangement. It has its advantages, and, as I hinted at the beginning, there may be a catch in it. The advantages for the participating producers can be set out quite precisely.

1. The benefits of bulk—as opposed to

individual—buying of housing, equipment, feed and chicks can be considerable.

2. By operating according to a pre-arranged cycle, production (in total and by grades) can be more closely aligned to the needs of the market.
3. By attempting to equate supply and demand, price peaks could be avoided. This would minimize the risk of imports, which tend to increase during periods of high home prices.
4. With more frequent collections, eggs should reach the retail outlets sooner, and quality at the retail stage should consequently be better.
5. Housewives are willing to pay more if the freshness of the eggs can be guaranteed, and a share of any higher prices should be passed on to the producers.
6. There would be more scope for the use of brand names for eggs from different packing stations.
7. By providing for periods when holdings would be clear of all birds, disease risks should be reduced.
8. The provision of an advisory service should mean that management and costing — and hence efficiency — should improve.

I have stated these points as being to the producers' advantage: it does not take much imagination to see that in the long run they would be to the housewife's advantage, especially in terms of quality and steady prices.

Some of the disadvantages may not have such overall application. Small producers, for instance, who could not maintain the required minimum number of birds would be at a disadvantage, whereas some who could qualify on grounds of numbers might stay outside a group because of finding the regulations of equipment etc. irksome.

This emphasises one of the inevitable

factors in any group action—something has to be sacrificed by each individual in order to make it work. This applies equally to individual producers and, as the Common Market countries are finding now that they are setting the targets for their common agricultural policy, to whole nations who try to work together.

### Who Has Control?

But the crucial 'catch' in integration such as I have been describing is 'Who has control?' If the control is in the hands of the producers themselves, they can see to it that the advantages of working together really do accrue to themselves and not to anyone else. If a group is started by some outside interest—in the United States the feed firms have been very active 'integrators'—then the control is not exercised by producers and the advantages can go elsewhere.

I am convinced the whole trend in agriculture will be towards bigger marketing units. The needs of the market have their effect right back from the retail outlet to the point of production itself. If egg producers want to maintain their independence as producers, they would do well to ponder whether they should not now accept the disciplined independence of a group under their own control: if they fail to seize the opportunity, the needs of the market may force them into groups over which they have no control.

### LOANS TO FARMERS

Secured by machinery, equipment, crops, cattle and other livestock, trucks, cars and other chattels.

### SYMINGTON FIELD

57 Bloor Street, West,  
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## Driving Test Rejects 54%

Of the 4,488 persons taking driver's tests in Alberta during December, only 2,091 or 46 per cent, received a licence to drive.

During the same month, the motor vehicles branch issued 1,324 learner's permits and rejected applications by 112 persons. Of those turned down 110 will be able to apply again after having their vision corrected. One was rejected outright and the other will have to have a medical examination.

There was only one complete failure in those taking driving tests. The others will be able to take that part of the test they failed at some time in the future.

## WILL THIS HAPPEN TO YOU IN '62?

**Manfred Local #936 near Bashaw is taking no chances !!!**

### THEIR MOTTO IS:

**Improve your driving — Get ready for a test in '62.**

**Study your "Driver's Manual"**

(Available from Department of Highways)

**Improve your driving skill and  
knowledge and so insure the  
increasing success of your  
F.U.A. CAR INSURANCE POOL.**

## MOSQUITO STUDIES

To the layman a mosquito is a mosquito, but D. C. D. Happold of the Department of Entomology, University of Alberta, lists some 34 species in northern areas of this province. How many of them attack man particularly, which provide the greatest discomfort, and how many there are on which the scientists should concentrate for control or elimination are some of the aspects in which he is interested.

In 1959, Mr. Happold headed a Cambridge University zoological expedition to the Congo. Three-and-a-half months were spent there, studying certain animals and plants of the region. Recently arrived at the University of Alberta, he will spend the next two years working on the mosquito problem. His summer residence will be a mobile laboratory near the junction of the Pembina and Athabasca rivers. His headquarters will be the University of Alberta.

Next summer he will spend most of the time studying behaviour of adult mosquitoes. He will determine the most irritating species and record fluctuation of numbers during the season. Influence of the surroundings and egg-laying habits will receive attention, and thought will be given to attraction and repulsion of mosquitoes as they are affected by type of dress.

Later, attention will be directed to the larval stage and a thorough study made of the life history of the insect in all its phases. More knowledge is needed about the behaviour of the various species of mosquito towards humans, how it differs during the course of the day, and how it is affected by temperature, precipitation and other factors.

In the long view, the entomologist does not think in terms of the spray gun. He is constantly seeking to understand more about natural methods of control with the idea of inducing nature to help. Control by parasites and predators is one angle, but another, and the one in which Mr. Happold is more interested, is how general environment influences insect habits. If it is known what sites and conditions are conducive to mosquito increase, the opposite might be provided to discourage propagation.

A great deal of work has been done across Canada on our crop and livestock pest insects. Thought is now being given, not only to the economics of insect control, but to increased comfort of farmers, picnickers, hunters, fishermen and tourists in settled and unsettled areas.

—Science and the Land

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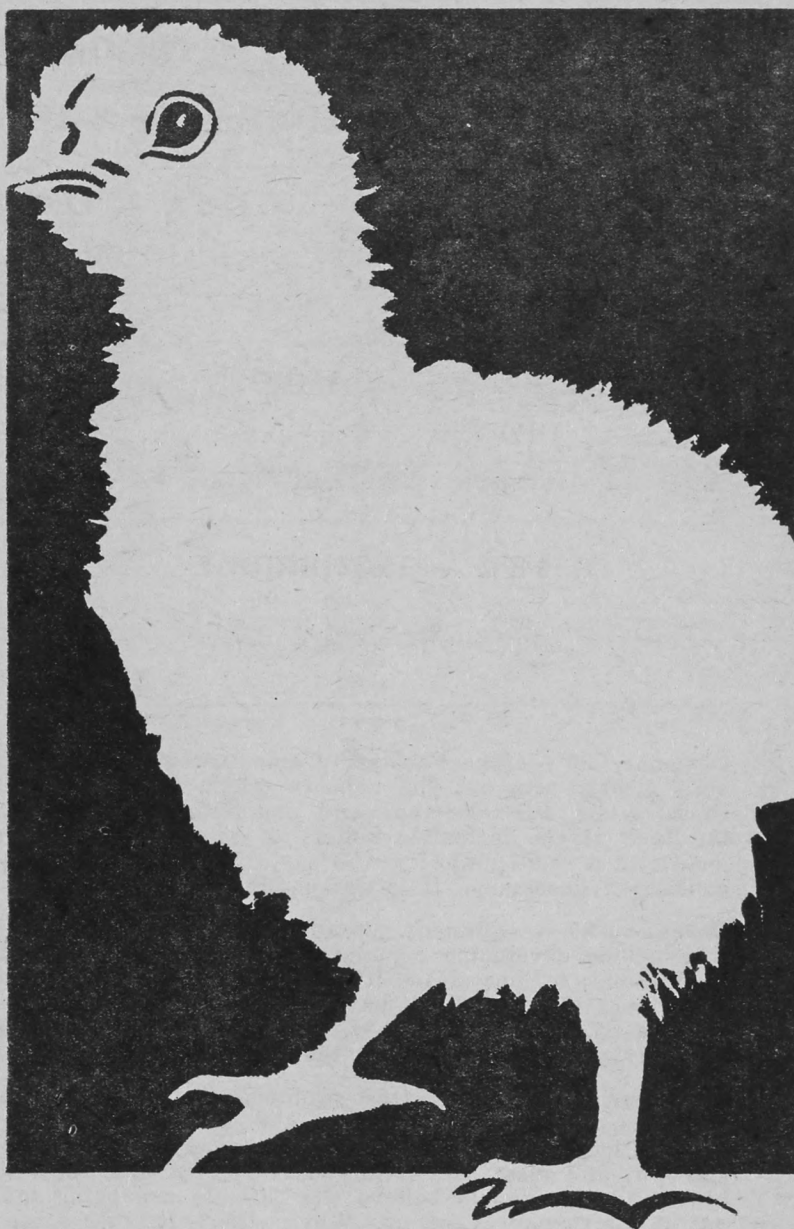
Proven in Alberta RANDOM SAMPLE TEST and OTTAWA CENTRAL PRODUCTION TEST, the strain cross PARAMOUNT 752 LEGHORN LAYER excels in rearing, laying house liveability and egg production. Eggs are large, white and strong-shelled. 752 LAYERS were 52 cents better than the test average in NET INCOME PER CHICK STARTED. The word is going around. It's 752's in 1961—everywhere!

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PARAMOUNT HI-GAIN BROILERS grow faster, put on weight with less feed, live better, and are more uniform, meatier, more marketable. Preferred because of faster growth, they are tenderer and tastier with greater meat to bone ratio. HI-GAIN are first generation chicks ONLY from two of the best and most dependable broiler chicks available. Excellent too for home use—cockerels at maturity are gigantic, and pullets are good layers.

## TURKEY POULTS

Again this year, CO-OP HATCHERIES offer you the nationally famous BROWN'S CHINOOK BELT BRONZE turkey poults, because of the recognized outstanding type and quality of this strain. The eye appeal and marketable quality of the finished product is in top demand by turkey growers and retailers. First generation BROWN STRAIN dressed turkeys win against all competition in Canada and the United States.



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"ALBERTA'S FARM STATION"

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**CHFA — EDMONTON**

En François

Dial 680 — 12:45 p.m.

"Journal Agricole Lundi a Vendredi incl.  
Commentateur — Tharcis Forestier"

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**December 20** — The Farmers' Union statement to the Hutterite Committee, during the hearings in 1959, very clearly sets out the concern which is felt by all farm people, over this problem. It is not easy to solve. It will take time and understanding, and willingness, by both parties to compromise. This, in the face of the inflexible beliefs of the Hutterites, is the heart of the problem. How is it possible to deal with a small minority who say, "We will not change. It's up to the great majority to make every concession necessary. It is not possible for our way of life to be wrong".

**December 27** — Kennedy intends to set up what he calls a dynamic foreign food and fibre policy. This will include developing commercial trade wherever possible, giving supplies to needy people around the world, and so on. Now it's true that he proposes to work in co-operation with the United Nations in this but Canadians will have a strong suspicion that such a program, while it may be partly for the purpose of helping the needy, will also have as its purpose the disposal of surplus farm products in any way possible, just to get them off the U.S. governments neck.

**December 30** — The greatest problems faced by any group of people are, first, understanding their own problems, and secondly, having the ability to make these problems clear to others. Undoubtedly, farmers have a good case for better prices — for a larger share of the national income. Farmers all know it, and most of us can quote figures and facts to prove it. But a very large percentage of our town and city people believe the farmers are being supported in comparative luxury by the government, out of the taxpayers money. Why is this? It is a matter of communication — a matter of the farmers not being able to get their story across.

**January 3** — Within the next 10 years over 20% of our farmers will cease to produce, due to old age. We know that the number of farms is going down every year, but can we afford this rate of decrease? Normally these farms would be taken over by younger men, but will this happen during the next ten years? I do not think so, for two reasons. The first, and very obvious one is that young men are not interested in taking over. Why should they be? If they can get themselves a reasonably good education or trade training they can move to town or city, where they can get a new, modern home for a small down payment, and a long term loan, a 40 hour week job, with holiday pay, pension, health insurance, and so on. Why should a young man choose a farm, with its long hours, heavy load of debt, and all the insecurity of low prices, crop losses, and other things which he remembers from childhood?

**January 18** — Business people do not pay taxes. Their customers pay them. There are only two groups of people who finally have to dig up the nation's tax money, and they are the consumers and the primary producers, mainly farmers and fishermen. Everybody, of course, is a consumer, and so pays his share of taxes on his food, clothing, and all the things he buys for personal use. But the only businessmen who pay taxes are the farmer and the fisherman, and maybe the trapper and one or two other smaller groups of this sort. All other business is so set up that taxes are a part of the cost of operation, and so are charged into the prices to its customers.

YOUR COMMENTATOR BILL HARPER

## Fire Protection Co-operatives

by H. W. WEBBER

Supervisor of Co-operative Activities  
and Credit Unions  
Government of Alberta

Co-operatives have been the means whereby many enterprises have been able to achieve reality and success. A unique type of co-operative is in the fire protection field.

In 1958 a group of farm folk in the Leduc area were investigating the problems connected with providing fire protection for their farmsteads. The question of setting up a co-operative came up.

Urban equipment is not designed for rural fires and furthermore, cities and towns are not anxious to send their engines out in the country and leave their own taxpayers unprotected.

At that time, we in the Co-operative Activities and Credit Union Branch had not thought of using the Co-operative Association Act as a means for incorporating fire protection associations. However upon looking into the three Acts which could be used for this purpose — The Companies Act, The Societies Act, and the Co-operative Act, it appeared there were certain disadvantages in The Companies Act, such as proxy voting and expense of incorporation, while under The Societies Act shares could not be sold nor equities redeemed, and these disadvantages did not occur under The Co-operative Associations Act.

Under The Co-op Act, shares could be sold, democratic control through one member one vote and no proxy voting, limited liability and withdrawal of members' equity, were all possible. In addition a set of incorporation papers suitable for the purpose were drawn up in consultation with the Fire Commissioner's Office.

### The First Fire Co-op

The first fire protection co-operative was incorporated December 5, 1958. A very advantageous arrangement between the town of Leduc and the association was entered into. The town house, the equipment in the Fire Hall, keep it in operating order at the association's expense, and send out a crew of two when a fire call comes in from the country. In exchange they have the right to use the equipment if necessary, for a town fire.

The truck has a file of cards showing the name of each member and a map giving his location, and the best route

to his building, also water supply if any. On a fire call arrangements are made so that a rural crew of trained men is available to help the chief and pump tender, who have driven the truck out from the Fire Hall. These men were trained by the Fire Commissioner's staff.

Groups interested in providing this type of protection can obtain technical information regarding the cost and type of equipment from the Provincial Fire Commissioner, Natural Resources Building, Edmonton.

To date five associations have become incorporated, and several other in-

quiries have been made with groups in various stages leading up to incorporation.

Assistance in setting up a co-operative association may be obtained from the Co-operative Activities and Credit Union Branch, Room 616, Administration Building, Edmonton.

The motorist hit a rooster along a country road. Anxious to do the right thing, he located the farmer and said, "I just ran over your rooster and I'm willing to replace him."

"Fine," the farmer replied, "Let's hear you crow."

## Take Advantage of the F.U.A.'s Income Tax Service -- Available to Members

### COMPLETE THE ATTACHED FORM AND MAIL TO:

G. W. Ambrose, Director  
Farmers' Union Accounting Service,  
F.U.A. Bldg., 9934 - 106th Street,  
Edmonton, Alberta.

Dear Sir:

We would like assistance and information on the following:

- \_\_\_\_\_ The preparation of our 1960 Income Tax Returns.
- \_\_\_\_\_ Farmers' Union Account Book (Farm Records—\$1.25)
- \_\_\_\_\_ Establishing a Basic Herd.
- \_\_\_\_\_ Preparation of Election to Average Income.
- \_\_\_\_\_ Gift Tax.
- \_\_\_\_\_ Lifetime Gift of \$10,000.00 — Tax Free.
- \_\_\_\_\_ Estate Tax.
- \_\_\_\_\_ The preparation of a Net Worth Statement at December 31, 1960, so our Tax position would be cleared up at that date.

NAME \_\_\_\_\_

UNION LOCAL NO. \_\_\_\_\_

ADDRESS \_\_\_\_\_

## CUC Launches Co-op Correspondence Course

OTTAWA (CUC)—The Co-operative Union of Canada is starting a program of co-op study by correspondence courses, beginning immediately with a course in the history and philosophy of co-operation especially designed for Canadians.

"The aim," says CUC president Ralph Staples, "is to make available to co-op personnel, especially young employees, a means of self improvement through correspondence study, no matter where they live in Canada."

The program is being developed by the National Committee for Employee Development, a CUC committee concerned with the co-ordination of co-op training across the country.

This first course is a basic one of fifteen lessons dealing mainly with the history and principles of the movement and co-operative development in Canada. While intended primarily for employees, it may be taken by owners too, especially co-op directors.

Three tutors, one each for the Western, Central and Atlantic provinces, will be in charge of instructing correspondence students, giving personal attention to their studies.

## The Real Solution

Nobody can now believe that unemployment in Canada will suddenly melt away. It shows many signs of becoming permanent at a disturbingly high level. The hope that a quick upturn in business would automatically "take care of it" is no longer credible.

The truth is that employment calls for higher qualifications than ever before. The old days when all any man needed for a job in Canada was a strong back and strong arms has passed away. Today's workers have to have enough skills to justify their employment in the kinds of jobs that are becoming available.

### ANNOUNCEMENT

Application forms for the new correspondence course in the History and Philosophy of Co-operatives may be obtained from the following:

1. The F.U. and C.D.A., 9934 - 106 Street, Edmonton, Alta.
2. Western Co-operative College, Saskatoon.
3. The Co-operative Union of Canada, Ottawa.

The cost of the course is \$5.00, including the services of a tutor.

### FARMS FOR SALE

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**1 year Tri-Weekly \$7.50**  
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## The Albertan Offers Vacation for Two in Nassau and Florida

When you take advantage of the Albertan's Special Bargain Offer for Mail Subscribers, on or before February 28, 1961, you automatically become eligible for the fabulous all-expense-paid holiday in Nassau and Florida for TWO PEOPLE — by simply answering the question below.

### QUESTION:

**What is the largest city in the British West Indies? (by population)**

This offer for country mail subscribers only (cities of Calgary and Edmonton excluded).  
THIS OFFER EXPIRES FEBRUARY 28, 1961

Clip out and mail

### THE ALBERTAN

830 - 10th Ave. S.W., Calgary, Alta.

Gentlemen: Kindly enter my name on your mailing list to receive the Albertan — ☐ Daily ☐ Tri-Weekly (3 issues per week) for which I enclose (Please remit by cheque or M.O.) ☐ \$11.75 — ☐ \$6.25.

NAME .....

ADDRESS .....

## WHICH IS YOUR SUB-DISTRICT?

A recent polling of F.U.A. Sub-Directors gave the following results:

	Lowest	Average	Highest
How long have you held office?	First term	Fifth term	15th term
How much experience did you have as a Local official?	None	Five years	15 years
How many Locals in your Sub-District?	One	Six locals	15 locals

Has your District outlined your responsibilities as a Sub-District Director? Sixty per cent answered no.

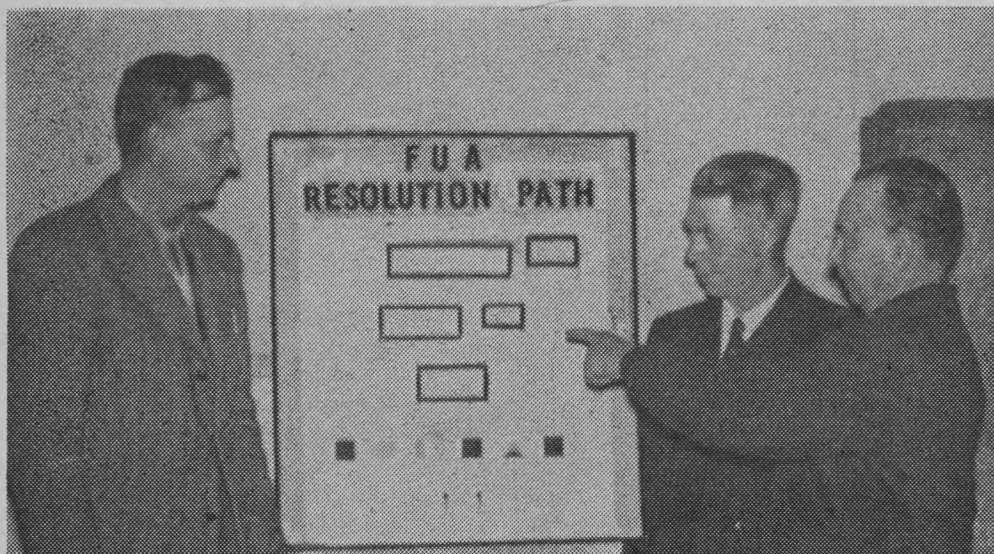
If yes, what are your responsibilities? Sample quotes are:

"Yes — to call on each local once a year. Lack of meetings and finance prevent this."

"We thought about this a lot. Getting speakers down doesn't help, it only gets the ones out that are interested. We depend on you people in central office and you depend on us. Let's figure out how to organize the dead areas before we have more dead ones. I think I have an idea or two if I could have a talk with you people at central office."

The sub-district board's responsibilities are:

- to exchange information between the locals, also with the district and provincial bodies.
- to send someone to District meetings.
- to set up the annual membership drive.
- to arrange visits between locals.
- to arrange joint activities, (for example: queen sponsorship, picnics, or bonspiels).
- to organize locals.
- to draft resolutions for district convention.
- to assist locals with organizational problems.
- to plan sub-district annual convention.



Sub-District Directors study one of the "Organization Structure" charts at the Wildwood Workshop (left to right): Dave Case, Tomahawk; John Stadnyk, Stanger; Joe Fairholm, MacLeod Valley.

## Contest

1. What kind of an instrument would be best for finding a needle in a hay-stack?
2. What did one moth say to the other as they sat in the chesterfield?
3. Who can vote at a convention to elect the F.U.A. Sub-District Director?
4. Who was the first woman in Canada to be elected to the House of Commons?
5. Who is the Income Tax Consultant for the F.U.A.?
6. Which of the Great Lakes does not touch Canada?
7. What did the calf say to the silo?
8. One man runs a mile; another runs a furlong. Which runs the longer distance?
9. Is it the policy of F.U.A. to "promote the fullest possible use of Credit Unions"?
10. Who is the President of the F.W.U.A.?

Those wishing to use the above Quiz at their Local Meeting during the coming month may receive the answers by writing to F.U. & C.D.A., 9934-106th Street, Edmonton, Alberta.

## A Game

**FOLLOW THE LEADER** — People sit in a circle. One person is "the leader" and stands in the centre holding a large stick. When the music begins he marches around the circle and taps the stick in front of various people as he goes. Whoever he taps the stick in front of immediately get up and follows the leader. The leader goes through all kinds of antics and those who follow him do everything he does. When the music stops everyone scrambles for a chair. The one who fails to get a chair takes the stick and becomes the leader. The pianist should play long enough for a

## Credit Union Booklet

The constitution of the F.U.A. lists as one of its objectives "to promote the fullest possible use of Credit Unions."

Are the members of your Local aware of the laws governing credit unions? Do they understand the difference between a credit union and a chartered bank?

"What is a Credit Union" — 37 answers to questions frequently asked — available free on request — write to F.U. & C.D.A., 9934-106 Street, Edmonton, Alberta.

goodly number to get up and follow the leader.

## How to Bring A Millionnaire To The Community

How to get enough money to farm efficiently is a problem which faces many farmers. The recent opening of a new building on the main street of Wainwright demonstrates what can be done.

It all started in 1943 with a meeting of a few neighbours in a farm home. They had gathered for the regular Farm Forum discussion and the topic was "Credit Union". The more they discussed the idea, the more they became convinced that something should be done.

When the first contributions were totalled they had \$21.00 on hand. At the end of the first year this had grown to \$1000. Ten years later it was \$81,000. And in 18 months time it expects to become a millionnaire. All this in 17 years.

This is not an isolated story. The same night that the Gerald Farm Forum decided to take action in Alberta, a similar meeting was held near Dundalk, Ontario. At this meeting several farmers decided to pass the hat before they before they went home. Their assets were a few cents over two dollars.

A few nights later they held a special meeting with a neighboring Forum. Only 12 persons turned out but they decided to spend the evening "playing" credit union. Officers were elected and one borrowed for a supposed hospital bill. It all seemed rather simple so they decided that each person present would



Lars Myggland (right) first president of Wainwright Credit Union and Henry Ruste, M.L.A., took part in the recent opening of the new premises.

bring his deposit up to \$5 and to continue with the officials elected for this play.

In those days money was scarce and war conditions made it hard to get repairs. The secretary of the Farm Forum had one of the few radios in the community. Each week he gathered up the cumbersome batteries and radio and took it to the home where the Farm Forum was meeting. The extra drain on the batteries caused them to wear out and the first loan by the Credit Union was for buying new batteries.

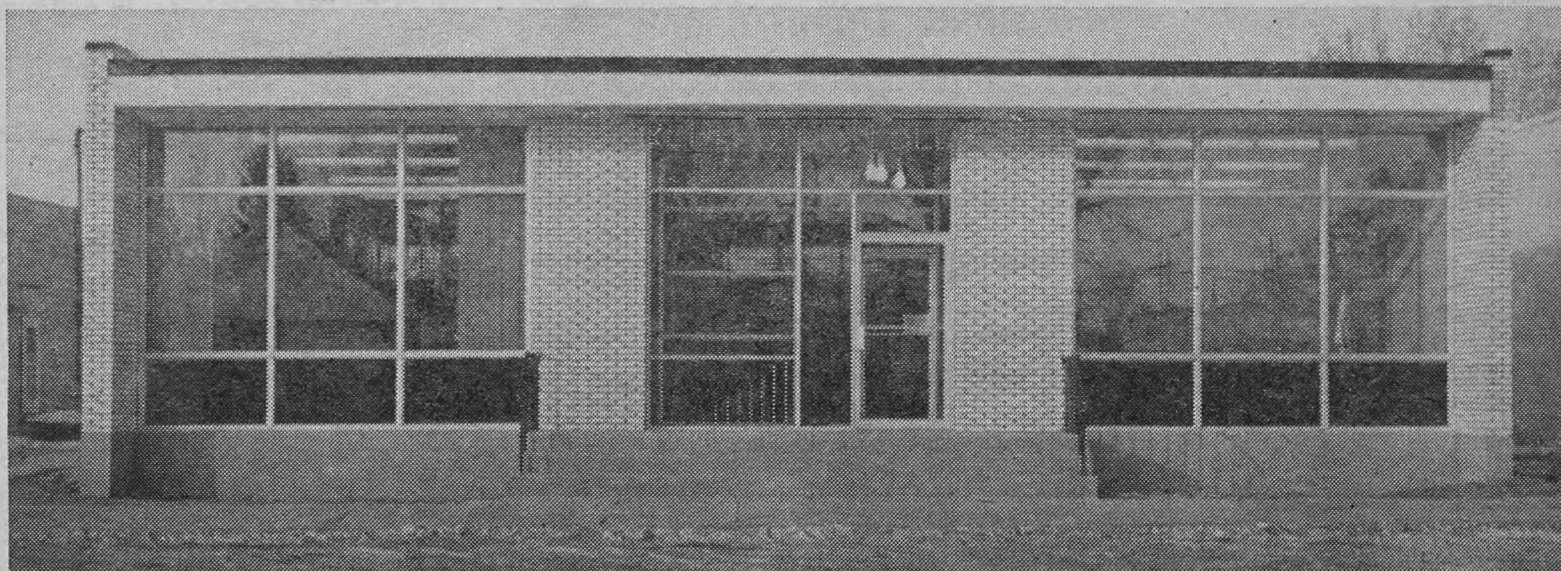
Hectic meetings followed as by-laws were worked on until 2 o'clock in the morning. Finally everything was in order and by the end of the first year

the assets were \$1800 and over \$2400 had been loaned.

Fifteen years later (2 years ago) its assets reached a million dollars. In 1960 the net savings were \$30,000 and the life insurance claims paid were \$14,000. The assets continue to grow about \$150,000 each year and the losses though bad loans have been negligible.

In summing up this development the president Bruce McCutcheon said, "While figures are a fair way of measuring success, the service provided far outshines the numerical value. Millions of dollars have been loaned to promote private business, pay doctor's bills, educate sons and daughters, buy a farm or house, and for nearly every conceivable productive or provident purpose".

### Wainwright Credit Union



# ... THE RIGHT TOOL FOR RURAL REBUILDING

**We mustn't let admiration for the rural redevelopment program in the U.S. blind us to the merits of a home-bred agency for doing a job for us.**

**by J. S. Cram**

In the Speech from the Throne which opened Parliament last November, the federal government promised "to establish, in co-operation with provincial authorities and local groups, comprehensive programs of rural rehabilitation and development." The aim is not only to improve the economic well-being of people in run-down regions, but also to provide increased opportunities for farm units which are already economic and efficient.

The idea is good. Something of the sort is badly needed to help people get on their feet in less favored areas of Canada. There is, however, a danger that this projected program will serve the dreams of brass hats instead of meeting real needs at the grass roots.

At the moment there is every reason to believe that any program developed here will be influenced considerably by the Rural Redevelopment Program which has been operating for some years now in the United States. It was this program which so profoundly — and understandably — impressed a delegation from the Canada department of agriculture who studied it and reported back to the Committee on Land Use of the Canadian Senate.

The chairman of the delegation, Dr. J. F. Booth, described it this way: "A particular type of program has developed in which the emphasis is on self-help, with aid from federal and state government and private bodies in a technical and financial assistance role. In this program all the different elements of society are brought together to solve common problems by taking a look at their resources, by working out plans through study and group discussion, and by community action."

It is obvious that the Canadian delegation was particularly impressed by the self-help basis of the U.S. program. Its report comments: "One of the basic tenets of

the Rural Redevelopment Program is that local people can do things to help themselves if they are provided with motivation, leadership and financial aid . . . The real problem is to stimulate imaginative and critical thinking on the part of the local people, so they are able to see the potentials and opportunities, and the need for action."

We can readily understand why the Canadian delegation was impressed by what it saw below the border. Only the blind could fail to be. The basic idea is sound, and the approach is practical—down there. Below the border there are numerous state and federal agencies set up to deal with people, and staffed by personnel especially trained to give farmers the help they need to handle their own social and economic problems.

But the situation in Canada is quite different. This country has a bare handful of experts with this type of background. Most of our agricultural officials are competent at providing information on technical problems, but they have had no training and little encouragement in dealing with human situations. And to train enough personnel to handle a U.S.-style program would take years — when action is badly needed now. While the basic idea in their program would be sound for Canada, the machinery of their system cannot be readily duplicated here.

This does not mean that Canada cannot develop a successful program of redevelopment. It can. In fact, we may well be able to surpass the U.S. program at considerably less cost to the public treasury, in proportion to accomplishment. But to do this we must cut loose from the U.S. method and substitute something which has already demonstrated its ability to make a great contribution to farm and community development, with little or no help from the government. Believe it or not, we already have such an agency, organized on a nation-wide basis with a sizeable

pool of experienced voluntary personnel. It has been able, without all the official trappings of the U.S. program, to stimulate imaginative and critical thinking on the part of local people so they could see potential and opportunities and the need for action. It is a movement which could handle a sound but low cost rural redevelopment program, starting from the grass roots in deed as well as in words.

That movement is farm forum, which has totted up a remarkable record of achievement since National Farm Radio Forum was organized just 21 years ago this January 21. In Canadian communities forums have long been the most dynamic single force, and the nucleus around which other groups have clustered.

They were brought into being through National Farm Radio Forum, which is supported jointly by the Canadian Broadcasting Corporation, the Canadian Association for Adult Education and the Canadian Federation of Agriculture. Provincial offices are mostly staffed by provincial federation or university extension personnel. Unfortunately, not all of these people have the time, or the training, necessary to do a proper job for forums, on top of their other work.

#### Breeding Ground for Action

As a result of the forums' semi orphan state, their development has been spotty. Still, many extremely vital groups have emerged, some because their membership included people of unusual ability or vision, others because they were able to get training or guidance. These groups have made a point of testing the fruits of their discussion through action projects. They have also seen that training was required for further development, and have sent members to courses. There they have learned such skills as how to organize programs, lead group discussions, plan stimulating recreation and turn out effective publicity. Forums that have done all of these things well have become moving forces in their communities and provinces.

Charles A. Douglas, Director of Extension in Nova Scotia, agrees wholeheartedly with their action approach. Mr. Douglas, whose experience with farm forum goes back to the start of the national program, has this to say of it: "Farm forum is one of the most important educational media available, if we use it properly . . . We know that the people in farm forum communities

are more receptive to new ideas, they have a wider vision and are much better able to see various sides of a question . . ."

This has not come about just through discussion. "Nova Scotia's best co-op organizational set-up on a county basis is in Truro," says Mr. Douglas. "Four years ago 35 to 40 forums were organized in Colchester County through these groups. Supplementary study material was provided in which they discussed the possibility of a producer-marketing organization for this area. As a result, a co-operative marketing organization, feed plant and store were set up about two years ago. In the first 11 months they did a business of \$375,00, the second year \$450,000, this year it will be half a million.

"Our Nova Scotia veterinary policy, as we know it today, was started at a farm forum rally in one of the counties," Mr. Douglas continues. He describes how county federations of agriculture in various parts of the province are using forums as a basis for study of various topics related to production, and marketing of farm and forest products. Then he adds:

"You see, we are trying to use the farm forum method as a technique for getting as community or county problems. Herein is the essence of farm forum as we view it . . . The most important element in farm forum work is that it brings people together on a

community basis; it kindles their thoughts on some problem area; and it encourages action on their part."

Nova Scotia forums have been comparatively lucky. That province has encouraged it's Ag. reps to keep in touch with forums, as a good way of learning about farm problems and getting information out to farmers. It has also supported folk schools where a lot of forum people have secured instruction in the skills of organization and discussion. Under these favorable conditions it is in comparatively thriving condition in bluenose land.

But it is not only in Nova Scotia that forums have shown their capacity for doing useful jobs. A few years ago Leonard Harman, now general manager of United Co-operative of Ontario, commented that over half of the co-ops in Ontario had started with farm forum discussions. These included many credit unions of which one, the Wareham (now Dundalk) Credit Union is now over a million dollar business, after 17 years, and the Innisfail Farmers Credit Union has over half a million out on loan.

One of the best known projects arising out of forum activity is the Central Ontario Cattle Breeding Association whose artificial insemination program last year provided service to over 100,000 cows from 60 bulls of eight breeds. Of the nine Ontario herds that averaged

### Discussion Topics for March

#### MARCH 6 — PROFIT OR LOSS WITH MACHINERY.

(Do we use our farm machinery economically?)

#### MARCH 13 — DISEASE CONTROL — A MAMMOTH TASK.

(Do we use the necessary resources to combat disease in Canada?)

#### MARCH 20 — LIFE AND DEATH.

(Are Canadian diets producing ill health? What can we do to ensure longevity?)

ALBERTA FARM RADIO FORUM,  
521 Northern Hardware Bldg.,  
Edmonton, Alberta.

I have arranged a meeting of a few neighbours. Please send me enough material for \_\_\_\_\_ families to enjoy the February series of National Farm Radio Forum. I will forward to you a report of each meeting.

Name \_\_\_\_\_

Address \_\_\_\_\_

500 pounds or more of butterfat in 1959, eight of them were owned by members of the association. This all started with a discussion at the Edgely forum.

These are just a few of the various types of projects carried on. Among other things forums spearheaded campaigns which brought co-operative medical services to ten Ontario and Quebec counties and later got hospitals in at least two of these counties. The Hudson forum set up a committee to spread information on tree farming; and it succeeded so well that in 1956 some 17 local farmers received Tree Farm Certificates. Nor has interest in trees been confined to Quebec. In one year the Wymark forum at Swift Current, Sask., planted 11 miles of trees for shelterbelts. Over the years, forums have organized soil tests, started 4-H clubs and launched thousands of other projects which have improved farming as well as living. You name it, and the chances are that farm forum has done it somewhere.

Outside of Canada this unique institution has aroused a great deal of interest. In the early fifties the United Nations Educational, Social and Cultural Organization sponsored a study which was reported on in 1954 under the title of "Canada's Farm Radio Forum". The report notes the marked successes of the movement, along with its failures. It says forums have had their greatest success in helping to restore neighborliness and community feeling. It also credits them with encouraging co-operation and participation in farm organization, developing leadership and solving community problems.

Other nations, interested by this UNESCO report, have sent representatives to Canada to observe the forum movement at first hand. Chief among these is India, which liked what it saw, and adopted the whole package for use in its educational program.

A few weeks ago Hon. Alvin Hamilton, Minister of Agriculture at Ottawa, remarked that "the agricultural industry has tended to look at its problems in a vacuum". It would be unfortunate to see such a situation perpetuated. But it will be unless some positive provision is made for breaking the vacuum. I can think of nothing likely to be so effective as bringing farm people directly into the program through farm forum participation at



Studying the evaluation sheets at the Andrew Workshop (left to right): Mrs. Lena Scraba, District 6 F.W.U.A. Alternate Director; Borden Koroluk, a director of Mundare Co-op; Mrs. Nadia Shpur, Junior Alternate Director; and Ted Chudyk, F.U.A. District 6 Director.

every stage from planning to extension. If this done, and some provision made for essential training of personnel, the money put into this program can be multiplied many times by voluntary effort. If it is not done, much of the money meant for rural redevelopment may go into the building of bigger and better vacuum.

This does not mean that forums should be given money and told to go ahead. Not at all. They should be carefully fitted into the program, where they will do the most good. And they should be given some help in developing their ability at discussion, leadership, group organization, publicity and the other skills which would help forums to increase in number and effectiveness, particularly in marginal and submarginal areas.

Agriculture Minister Hamilton must have had something like this in mind

when he said: "I think the full energy and best brains that we can muster should be focussed on the problems of farmers, district by district, region by region. Not only must there be expert guidance but there must be the maximum of local participation both in planning and in execution." What better agency could he find than farm forums to implement these ideas?

This problem-solving machine is not in perfect working order. Some parts are missing, and others haven't been properly engineered, or are inferior quality. Still, it was designed for the sort of job the government of Canada now wants to do. It has proven itself sound in design, and there are engineers who know how to repair and extend it. Surely no one can be blind enough to pass up all these advantages of this grass roots machine for doing a grass roots job.

—J. S. Cram—Family Herald

F.U. & C.D.A.,  
9934 - 106 Street,  
Edmonton, Alberta.

Please send me a copy of "Farm and Co-operative Organizations Serving Alberta". Enclosed is \_\_\_\_\_ to cover costs at 25c each minus 20% for orders received before March 1, 1961.

Name \_\_\_\_\_

Address \_\_\_\_\_

Organization \_\_\_\_\_

# FIRST INSIDE STORY IN ENGLISH ON QUEBEC'S FEDEREE

The language barrier has kept most Canadians from finding out about one of the big co-ops in Quebec. Canada's fourth largest meat packing concern is a co-op!

Not too many people realize it but Quebec's second largest and Canada's fourth largest meat packing firm is a co-operative—La Co-operative Federee de Quebec.

Federee is a central federation of 375 local agricultural farmers. It represents 75 percent of all agricultural co-operatives and over 40 percent of all the province's farmers.

Processing meat is but one of Federee's many activities. It has an extensive department including a hatchery, candling station, and modern processing plant, four feed mills; a butter and cheese box factory; refrigerated warehouses; a livestock commission sales agency on the Montreal public stockyards; and a licensed grain elevator in Montreal.

## Repair Farm Machinery

It maintains a central warehouse in Montreal for various farm supplies; a garage for the repair of heavy farm machinery and trucks; and a laboratory designed to analyze mixed feeds.

Federee also maintains five branch warehouses to distribute farm machinery and starting in 1958, initiated a petroleum distribution service to 40 local co-operatives. In addition to these operations, Federee sells butter, cheese, powdered milk and eggs for many of its local affiliated co-operatives.

It has been easy and natural for Federee to integrate its operations both horizontally and vertically. In the beginning, 1922, it was formed as the result of a merger of three existing centrals who previously had operated in widely divergent fields.

These co-operatives were: a farm supply purchasing and livestock marketing organization known as the Comptoir Co-operatif de Montreal; a seed and grain marketing co-operative, La Societe Co-operative des Producteurs de Grains de Semence; and a butter, cheese, egg, livestock, and poultry marketing and processing co-operative known as La Co-operative Centrale des Agriculteurs de Quebec.

## Government Control

The three were incorporated under the name La Co-operative Federee de Quebec by special legislation. This act gave the provincial department of agriculture the right to control the assets of the co-operative, to approve the appointment of a general manager and to veto decisions of the board.

In 1930 (up to then Federee had made little progress) the Act was revised.

Complete control was turned over to the local co-operatives and their members. Voting by proxy was abolished at the same time. Progress was slow but steady until 1947. Then in the next 12 years Federee's sales volume tripled to stand at \$115,000,000 in 1959. About two-thirds came from marketing farm produce and one third from the sale of farm supplies.

Quebec is a large province—1200 miles in length and 1000 miles in breadth. But of its 335,000,000 acres only 16,000,000 is classed as agricultural and only 9,000,000 of that is improved land. Hay, pasture and oats for feed take up most of the acres.

The best land is concentrated along the St. Lawrence river between Hull and Quebec City. Other important farming areas are located 90 miles north of Ottawa and 150 miles north of Quebec City.

## Most Own Land

Other figures: 95 percent of the farmers own their own land; 70 percent of the 118,000 farms are listed as commercial and have an estimated annual cash income in excess of \$1200; 85 percent of cash farm income comes from the sale of livestock products; 50 percent of this is from dairy products.

Poultry farming has expanded in recent years, now contributes 10 to 15 percent of cash income as does hog production; very little grain fattening of cattle is carried on; the balance of products consists of fruits, vegetables, maple sugar. Generally, except for seasonal surpluses of dairy products, Quebec is a deficit food province, largely because of heavy urban concentrations of population around Montreal and Quebec.

In the decade preceding 1958 number of farms decreased from 138,000 to 118,000. Mechanization has increased rapidly. There are now about 60,000 tractors. Specialization has increased, especially in hogs and poultry.

Therefore most of Federee's farm marketing volume comes from livestock and meats, dairy and poultry products.

## Federee's Departments

• **LIVESTOCK:** The sales agency was started in 1922. But in common with the trend elsewhere in Canada livestock handlings at stockyards are down drastically. In Federee's case the decline has been 65 percent since 1945.

• **MEAT PRODUCTS:** Much of Federee's renown beyond the boundaries of Quebec results from its meat packing operations. In 1922 the newly-born co-operative federation inherited a meat packing plant in Princeville, about 100 miles southeast of Montreal and 70 miles southwest of Quebec City.

Relatively, the plant is small. Nevertheless since 1922 it has operated successfully as a complete slaughtering, processing, curing, and sausage manufacturing business. It provides a livestock trucking service for a 30-mile area around Princeville. The annual slaughter of 100,000 head represents 50 percent of local production.

This plant produces all the commercial sausage for the Federee's three meat processing plants, and averages about 25,000 pounds each week.

## Leads to Meat Packing

It was the experience gained from operating this plant that provided the basis for Federee's expansion into the meat processing field within the last few years.

Federee waited 22 years to start its expansion. In 1944 it bought a small abattoir in Quebec City; bought a large modern plant in the same city in 1954; built a new plant in Montreal in 1957; and bought an adjoining plant in 1959.

Total investment in these plants is \$6,000,000. Volume of all kinds of livestock purchased by Federee has climbed rapidly from 88,000 head in 1954 to 611,000 head in 1959. Hogs make up over half the total.

## Buy in West

Because of the lack of grain-fed beef cattle in Quebec about 25 percent of the volume is purchased off western markets. Sales of meat and by-products has increased nine-fold since 1954: from \$5,100,000 to \$45,000,000 in 1959.

The three meat packing plants, the livestock sales agency, and the poultry processing plant are all supervised by Federee's livestock division. It employs 12 full-time animal and poultry husbandry specialists. They help members with production, transportation, feeding and financing problems.

## Prices Published

Prices are published by the meat division on all grades and weights of cattle, calves, sheep and lambs each Friday for a week in advance. Hog prices

are established on Monday. All three plants pay the same price.

Federee's major volume of meat and poultry products goes to the large urban markets of Quebec and Montreal. But a substantial percentage goes to small towns as far east as Gaspé and as far west as Toronto. Several hundred truckloads of veal carcasses are shipped to the U.S. each year plus a quantity of cured pork products. More of the cured products are exported to the British West Indies and to several Central American countries.

• **POULTRY AND EGGS:** Federee together with the local co-operatives handle about 20 to 25 percent of the poultry and eggs produced in the province. Its Victoriaville processing plant, bought in 1956, has a capacity of 2500-3000 birds an hour. Its hatchery has a capacity of 40,000 chicks.

Under the Legrade brand much of Federee's poultry is merchandised through its Quebec and Montreal plants. It also distributes products for an affiliated plant at Mariville as well as for other provincial co-operatives.

#### 140 Percent Increase

Total volume of processed poultry increased 140 percent 1955-59 to a dollar value of \$4,200,000. Combined volume has doubled since 1954. In 1959 dollar volume was \$2,119,008.

• **DAIRY PRODUCTS:** Prior to 1955 when Federee expanded its meat processing facilities the marketing of dairy products was its biggest activity. Today Federee and its local co-operatives market 30 percent of the Quebec total.

A large volume is marketed directly by the 203 affiliated locals which operate dairies. Federee handles the surplus.

A good example of a Federee member is the Granby Co-operative, one of Canada's largest co-operative dairy processors. It has 3200 members and 1959 sales of about \$20,000,000.

Granby Co-operative also assembles milk coolers, distributes petroleum products; and operates feed mills, an insemination service and a hatchery. Its members use Federee's services for marketing livestock and poultry. Granby also has been active in developing feeding contracts with its members for the production of poultry and hogs.

• **OTHER FARM PRODUCTS:** Federee assists local co-operatives in marketing a limited volume of fruit, apples, potatoes, peas, tomatoes, dry beans and seeds. In some instances Federee does the selling in others it merely acts as a broker. Federee, with the locals, markets 25 percent of the apple and straw-

berry crops; 10 percent of the canned beans, peas, tomatoes, and tomato juice.

#### Integrated Operations

About one-third of Federee's volume comes from the handling of farm supplies. These operations are subdivided thusly:

• **GRAIN AND FEED:** Sales to members in this area now total \$20,400,000 annually, an increase from the 1954 total of \$14,100,000. In the five-year period sales of grain and protein concentrate increased but declines were noted in sales of mixed feeds. Farmers may be doing more mixing at local feed mills.

Federee's feed and grain department was started in Saint Rosalie, a small town 35 miles southeast of Montreal. It began with a small feed grinding and seed cleaning operation in a rented flour mill.

#### Recent Expansion

Just as it has with its other operations Federee has expanded this particular phase—especially in the last few years. Now it operates feed mills and warehouses at Montreal, Quebec City, Rimouski on the St. Lawrence River and a small branch in the northwestern corner of the province.

In 1958 to supplement locally produced grains Federee shipped in 35,000,000 bushels of grain from the western provinces. Because most of this moved by water route a saving of \$6-\$7 a ton was effected.

The grain and feed department acts as a broker in the sale of grain to local feed mills. At the same time it is a processor and distributor of finished mixed feeds to some 135 local feed and grinding mills and to 200 local farm supply co-operatives.

During the five years 1954-58 net savings of this department have ranged from \$240,000 to \$500,000 a year. While most of the co-operative's facilities are leased, local mills have an average of about \$50,000 a plant—a total of over \$6,000,000.

#### Machine Department New

• **FARM MACHINERY:** The farm machinery department is a comparative late-comer to the Federee family, arriving in 1950. In the decade its investment from \$300,000 to \$4,500,000 — \$300,000 in buildings, \$400,000 in equipment, the rest in inventories.

Machinery is distributed from five central warehouses to 120 local co-operatives serving 20,000 members. A complete line of tractors, trucks and power equipment is handled. Additional services include a repair service, employment of a staff of well-trained, ex-

## OPEN FORUM

Letters for publication from members and subscribers only in the Open Forum must be brief. Pen names may be used if desired, but name of the sender must accompany the letter. **A recent Board of Directors' ruling limits letters to 300 words** and those longer cannot be accepted. Readers are asked to observe this change. The F.U.A. does not necessarily endorse or accept any responsibility for opinions expressed under this heading.

Editor

The Organized Farmer

As farmers find themselves more and more caught in the cost-price squeeze and they and their leaders seek ever wider fields for help. I think often of the British Farm Building Grant which has so substantially helped the British Farmer.

The following is an outline of this policy, study of which maybe helpful to Canadian farmers.

Looking back to the recent farm building school conducted in Camrose and the farm building tour in the dis-

perenced salesmen and technicians. 1959 sales totalled \$5,000,000.

• **PETROLEUM PRODUCTS AND OTHER FARM SUPPLIES:** An even more recent addition to Federee services is the distribution of petroleum products. In 1959, after only one year of operation, 40 local co-operatives had obtained an estimated \$6,000,000 of products through Federee.

Local co-operatives finance the necessary facilities costing about \$12,000-\$15,000 each. With mechanization increasing rapidly there will likely be a steadily rising demand for the services of this department.

Sales of other farm supplies, such as fertilizer, seeds, pesticides, and miscellaneous supplies and equipment have shown modest increases during the past five years with sales ranging from \$6,000,000 - \$7,000,000 a year.

• **FARM SERVICES:** Federee maintains a low-cost group life insurance for members and employees and families. In early 1960, 15,000 persons were insured for more than \$21,000,000.

It also aids local co-operatives and their members in production and quality improvement programs, financing, management, weed spraying services, provides reliable current market information, helps organize local trucking services.

trict that followed, it is evident that a large number of farmers are interested in and need new buildings to satisfactorily carry out their operations. Taking a thoughtful look at the farmers that availed themselves at the building school and tour for helpful new ideas, one could see that the group could have been fairly evenly divided into three groups — young farmers, hoping to start farming with up-to-date practical buildings; established farmers hoping to improve or expand their operations with the use of a new building; and last, perhaps least, but nevertheless important, the farmers long established, whose buildings have served them reasonably well for many years and now must be replaced or the relative enterprise abandoned.

To all of these a Canadian version of the British Farm Building Grant shed a ray of hope—at least to them it should be interesting.

Condensed into one sentence containing the three most important parts of the act, it states that **"The government offers a grant amounting to one-third the cost of government-approved buildings or renovations that the prudent landlord would build."**

Taking this step by step the British farmer first visualizes a farm building that he requires, from the financial side. He knows that the government offers the one-third grant, which amounts to an outright gift, since he neither has to pay interest on the amount he receives as a grant nor does he have to pay back the original amount of the grant over a period of years. His financial task, then involves providing two-thirds of the building cost either from capital reserves or by borrowing, provided his building plan or alternations are approved by the government.

He has come to the second part, that is securing government approval of his plans. To do this, he studies and plans his requirements very carefully and eventually goes to the country agent (equivalent to our district agriculturist), who will advise him to the best of his ability, or requirements a building for that specific purpose should have, for that area or location. At this stage, the most obvious mistakes have been corrected and the plans are then sent to a contractor, who will blue-print them and calculate the total cost of the building.

When that has been done the blue-prints are sent into head office, which I visualize our counterpart being in Edmonton, under the direction of Charlie Cheshire, Agricultural engineer, where they are carefully scrutinized,

and either rejected with reasons and suggested alternations or tentatively approved, with final approval given, when an on-the-farm investigation reveals that the blue-print plans subsequently carried out, will provide a building that a prudent farmer would construct.

Now we have reached the third requirement for the grant that being what is prudent to construct. This is to prevent farmers from erecting monumental and non-realistic farm buildings and to insure that they are practical for the job intended and are on fair relation to the acreage of the farm they are to serve.

One example which we saw that could be mentioned was a dairy unit for eighty cows. This unit was designed to include a milking parlor, concreted holding yard, pipe fence and self feed silage clamps. This well-planned unit was not approved because it was to be erected on a farm, the total acreage of which was calculated to produce feed for only sixty cows. This plan was subsequently scaled down to size and approved.

The British Farm Building Grant now also includes hard surfaced driveways and corrals or holding yards and laborers cottages.

Now that deficiency payments have finally been officially rejected, farm people and leaders will be looking for other means to cope with the cost price squeeze.

It has been hinted that deficiency payments were rejected because they were designed to help only the grain farmer. This in turn meant that the western grain farmer would be the recipient. Furthermore, grain deficiency payments are viewed as an expense by the government.

On the other hand, if farm building grants were to be made available they should be looked upon as an investment which they truly are. If then, the government can be persuaded to offer farm building grants on the British plan, they will have an investment in the Agricultural Industry, and hence, should be interested in looking after that investment to some extent at least.

Another very important aspect favoring the establishment of a Canadian Farm Building Grant is the fact that it would help farmers from coast to coast and in very wide range of agricultural enterprises.

A close second in relative importance would be the standardization of farm buildings. This would eliminate or reduce some of the serious mistakes in unorganized farm building of the past.

Despite the fact that the average

British farmer gets £800 a year in subsidies, which at current exchange rates amounts to slightly over \$2,100.00, the farm building grant is adding most to the buoyance of the British Agricultural Industry.

Many Canadians, I am sure, feel that the British war-time agricultural boon will soon give way to the manufacturing industry as of pre-war, and we will again have a bigger British food market to supply. Unfortunately for us, it is highly improbable that this dream will come true for many years to come, when we consider the millions of pounds the British Government has invested through the farm building grant in Agriculture.

It is up to us as Canadians to balance our own economy, and I'm sure a Canadian grant for farm buildings (not homes) on the British plan would be as good as start as we could make.

—Stewart Van Petten  
Ochaton, Alberta

Dear Editor;

In the January issue of the Organized Farmer, on page 15, we were pleased to see the picture of the Scholarship winners. But there are errors in the item under the picture — one winner's name is Gordon Leeti not Leeter. These are F.U.A. Scholarships of \$300. awarded annually to a graduate student in the Lacombe school division; which is in District 9 not 10. The monies are donated by the F.U.A. and F.W.U.A. locals, district 9, in the Lacombe school division only.

This idea originated in the Spruceville local, so that is why we are so keenly interested, and appreciate the space given in the paper.

Thank you,  
Mrs. (J. C.) Mary Kasha  
Spruceville F.W.U.A.

Dear Editor:

The best time for the 300 grain handlers at Vancouver to strike is when the nation is most anxious to export some grain. The best time for the railroad men to strike is at a similar time. If the national economy was stabilized, giving a fair deal to all classes, the strike agitators might lose their jobs as they would not be needed. The high salaried executives of big business also would not be able to yearly raise the prices of so many of the things we must buy, if we had a stable economy. High executives at present must get bigger and bigger profits each year for the shareholders or the directors might fire them.

So as farmers we witness a rat race

of ever increasing prices and wages. But for the farmer Brome grass seed that was 35c per pound a few years ago, is now four cents per pound, and the fescue seed that was 70c when we bought our first seed is now 7c.

Canadian monopolies price themselves out of the markets of the world, create unemployment, and taxes to sustain the unemployed take much of their profits away, so that huge amounts of capital for Canadian expansion must come from the millionaires of the United States. A continuation of such Canadian economic foolishness will result in Canadians becoming slave state owned and dominated by our Uncle Sam.

History tells how the Civil War impoverished the United States. It will do the same here even if the civil war is just in the economic realm between the employers and the employees.

We follow ideals which do not work out well. Success was the great aim taught us in our youth. It was said: "There is always room at the top". Success was taken to mean financial success. Success often involved getting the best of the deal by the mentally stronger taking advantage of the mentally weaker. The animals of the jungle use their physical power in a similar way to that which we use our mental power. We must teach different ideals to our youth today. Ideals not of exploitation but of service. We have been advised: "Ye that are strong ought to bear the burdens of the weak". We often refer to ourselves as a Christian nation, but the one whom we follow afar off did not say I am among you as one that exploiteth. He said; "I am among you as one that serveth". We have been accustomed to give the greatest material honor to the richest. In a Christian nation; "He that is greatest among you shall be your servant".

I see little hope of cleaning up the Canadian economics by further continuation of the practices of the past. Canada is one of the richest nations in the world in natural resources. Yet our birthright has been sold for a mess of dollars. Britain lacking such natural resources is employed, prosperous, and happy. An example of big business suicide here is in the automobile field. Germany keeps prices low, keeps her population busy and supports over 300,000 labors and asks for more, even from Canada where there are more than that number unemployed.

Competition, or the fight of employers for more profits and fight of employees for more wages is a civil war, the result of which is impoverishing the nation. Competition may have worked

toward "the survival of the fittest" in plant and animal life — in human life however it can be disastrously destructive.

One of the greatest thinkers of our age, Bertrand Russell says: "Men must co-operate or perish".

I. V. Macklin  
Grande Prairie, Alta.

Dear Editor:

The 1960 convention had several good new features. Combining most of the fraternal delegates into panels saved much valuable time and conveyed a good variety of opinions and information on some timely, controversial subjects.

The fashion parade was well received. While the "New Look" definitely was startling and revealing, the trend in what the well dressed country gentleman should not wear was clearly established.

A resolution, requesting the Board members to refrain from speaking to resolutions, except in an advisory capacity was turned down. Many Board members must have agreed with this request. They left the main discussion of resolutions to the delegates who directly represent the grassroot members and should therefore formulate the Union's policy. It is the Board's democratic function to implement policy, not dictate it.

The life membership seems a poor investment to offer in a Union that has reduced a healthy \$100,000 surplus by 40% in two years. 2 or 3 years more in same trend may find the organization operating in the red.

Will the long range program of the F.U. & C.D.A., with a total cost of around \$100,000 in the three year pilot stage, be the effective means anticipated?

It appears that, despite the Unions best efforts and free spending, too many of the best farmers do not look to the F.U.A. for collective security. They find that if they expect to survive through the present grim re-adjustment period, they must provide their own security individually.

It is, in this writer's humble opinion, discouraging to witness intelligent farmers spend 5 days in Convention, wasting valuable time, the floor being monopolized by a handful of long-winded "experts", often bickering over inconsequential items and trying to promote everything except our main objective: PARITY FOR AGRICULTURE.

Yours for more aggressive, collective action,

I. Nielsen  
Linaria, Alta.

## F.W.U.A. HI-LITES

More election results:

### Jefferson FWUA (Cardston)

President—Mrs. Roy Hartman;  
Vice-President—Mrs. Kate Lehr;  
Secretary—Mrs. Evelyn Long.

### Highland Park FWUA (Highland Park)

President—Mrs. I Stelmaschuk!  
Vice-Pres.—Mrs. Z. Kowalchuk;  
Sec.-Treas.—Mrs. Ann Smook;  
Directors—Mrs. L. Zaduey, Mrs. D. Kowalenko, Mr. H. Bondaruk;  
Safety Convener—Mrs. Olga Fedoruk;  
Assistant Convener—Mrs. Z. Kowalchuk.

### Egremont FWUA (Egremont)

President—Mrs. Edno O'Brien;  
Vice-Pres.—Mrs. Rachael Evasiw;  
Secretary—Mrs. Annie Kondro;  
Treasurer—Mrs. Katie Pruss;  
Safety Convener—Mrs. Mildred

Hawrelenko;

Social Convener—Mrs. Helen Chizen.

### Viking South FWUA (Viking)

President—Mrs. Nina Jorgenson;  
Vice-Pres.—Mrs. Lena Blumhagen;  
Secretary—Mrs. Adelia Thompson;  
Treasurer—Mrs. Vince Gira.

### Ranfurly FWUA (Ranfurly)

President—Mrs. S. Makowecki;  
Vice-Pres.—Miss E. Lothian;  
Sec.-Treas.—Mrs. R. Bown.

### Warner FWUA (Warner)

President—Mrs. Lorraine Heppner;  
Vice-Pres.—Mrs. Betty Norris;  
Secretary—Mrs. Gene Doenz;  
Treasurer—Mrs. Rose Dannatt.

### Marwayne FWUA (Marwayne)

President—Frances Grey;  
Secretary—Ollie Midgley;  
1st Vice-Pres.—Betty Hale;  
2nd Vice-Pres.—Lillian Tupper;  
Sunshine Committee and Reporter—  
Dorothy Milne.

### Royce FWUA (Hines Creek)

President—Mrs. E. Kobbert, accl.  
Secretary—Mrs. Herb Zwick;  
Vice-Pres.—Mrs. A. Nowek;  
Directors—Mrs. Ed. Lundgard, Mrs. Ted Satie—both by acclamation.

### Bon Accord FWUA (Bon Accord)

President—Miss Martha Rafn;  
Secretary—Mrs. Marion McKenzie.

### Griffin Creek FWUA (Brownvale)

President—Mrs. Ben Warren;  
1st Vice-Pres.—Mrs. B. Alexander;  
2nd Vice-Pres.—Mrs. A. Bast;  
Secretary—Mrs. H. Webb;  
Directors—Mrs. R. Webber, Mrs. R. Grant, Mrs. M. E. Alexander;  
Auditors—Bea Chapman, Mrs. C. Eastman.

### Dakota FWUA (Ponoka)

President—Mrs. Jack Hoar;  
Vice-Pres.—Mrs. S. Jensen;

(Continued on page 30)

# JUNIORS

## THERE ARE THINGS TO DO!

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### ● THE ANNUAL DEBATING CONTEST

The person who cannot speak effectively in public today is badly handicapped. A good speaker must be able to use words easily, and think while he speaks. **But** speaking, like most other activities takes practice. There is no better practice than debating! **Of course** it will not go so well the first time! But you improve with experience. Look for chances to speak in public.

Get your team in the league.

Deadline for entries is FEBRUARY 15th.

Entry forms are available from the secretaries of F.U.A., F.W.U.A. or Junior locals.

### LET'S GET CRACKIN'!

### ● QUEEN CONTEST

Get your beauty selected! The contest this year will be really something.

Deadline March 15th.

### ● YOUR LOCAL NEEDS A PROGRAM?

Put those Committees to work.

- (a) Debating Committee — Get that team in the field.
- (b) Queen Committee — Where's the candidate?
- (c) Camp Committee — What about Gold Eye Lake?
- (d) Program Committee — Have you been following the Jr. F.U.A. theme — Leadership and Citizenship in your community through maximum participation (this means get mixed into everything that's going on—mixed into—not mixed up).

**Let's Have 14 Debating Teams and 14 Queens in the Finals!**

## F.W.U.A. President Reports

by MRS. C. R. BRAITHWAITE

Martin Vanbee an author says "Don't fret over what you'd do with your time if you could live it over again—get busy with what you have left." Good advice for each one of us!

Recent figures show us that 49% of the population of the Prairie Provinces is rural, compared with 30% for Quebec, 24% in Ontario, 27% in B.C. and 51% in the Maritime provinces. Just add to this that the largest number of representatives in the House at Ottawa come from Ontario and Quebec. And practically 70% of these members do not represent Agriculture. Herein lies the story of why Agriculture programs move so slowly.

In a recent issue of American Farm Journal, these interesting figures appear. The label on a can of tomatoes costs more than the farmer got for the tomatoes in the can. The cellophane bag containing carrots cost three times as much as the producer gets for the carrots in the bag. The man who unloads a carload of produce in New York City collects more money for his work than the farmer who produced it—and all he had invested was a union card. It costs more to launder a cotton shirt one time than the farmer gets for all the cotton in the shirt. — Which all points to the fact that the farmer needs greater control over his products. He needs marketing boards and he needs markets. I am inclined to suggest that this year we make a concerted effort to do something about marketing boards and not be persuaded by those who are not farmers, but want to speak for farmers.

Next we should take a good look at the group of nations known as the Outer Seven, composed of Great Britain, Sweden, Norway, Switzerland, Denmark, Austria and Portugal. I can see many advantages in setting up a free trade area as this group has done. Time is short.

Recently a Chinese trade delegation arrived in Canada. These Chinese traders are keeping their own counsel about the nature of their business here. But it seems likely they are interested in buying wheat. Peking has said Chinese Agriculture has suffered "a great calamity" this year. There is widespread danger of a famine. China can expect no substantial relief from Russia, where the minister of agriculture, has just been sacked for crop failures; Only last

## EDUCATION

### ARE YOU SATISFIED WITH THE CREDIT SYSTEM IN HIGH SCHOOL SUBJECTS

by MRS. RUTH WILSON

In answer to this question "Are you satisfied with the Credit System" my answer would be "yes".

Since 1906 three main methods have been employed to determine whether a student has passed or failed in departmental examinations. Our present system, the credit system, is similar in some respects to both previous methods, the aggregate system and the unit system. It is similar to the unit system in that, for credits toward his High School Diploma, the student is required to obtain a pass in each subject in order to get a specified number of credits for that subject. The credit system is similar to the aggregate system in that, for credits toward matriculation, a student must also achieve a certain minimum average over all the subjects he is studying.

year the Canadian government sent a mission to China to try and sell wheat. I think we should remember that these same Chinese peasants were of great concern to our missionary societies at at one time. Why should we not be concerned today? I think Canada must make her own policies and follow her own principles.

This month the study for our FWUA is Mental Health and a National Health Insurance Plan. Mrs. Paul Belik has led off with an excellent paper on a National Health Insurance Plan. In a recent issue of Coronet was a very full account of Great Britain's National Health Scheme. A detailed study is taking place in Saskatchewan prior to setting up their plan.

Prime Minister Diefenbaker has announced the setting up of a Royal Commission to study a Medical Health Plan for Canada. The Chairman is Chief Justice Emmett M. Hall of the Saskatchewan Court of the Queen's Bench. Four other members will be appointed. The Commission will study the adequacy and availability of personal health services for prevention, diagnosis, treatment and rehabilitation. They will also study existing deficiencies, and means whereby these deficiencies and personal health services could be met, plus any other matters appropriate for a National Health Plan.

This complete study is being undertaken with the recognition that the powers to make health laws lie primarily with the provinces.

The credit system is more flexible than either of the other methods for it allows a student in high school to choose the pattern of courses that will meet the requirements of admission, to the university of his choice. There is a need for more nearly uniform matriculation requirements across Canada.

A "credit" is the amount of work that can be completed in one period of thirty five minutes per week during the school year. Hence a five credit subject must be taught at least five times each week.

The F.W.U.A. Board agreed with the Cameron Commission "that the minimum instruction time for a five credit course be raised from one hundred seventy five minutes per week to two hundred and twenty five minutes per week.

One hundred credits is required for a high school diploma.

To qualify for a high school diploma a student must have "standing" of "c" or better in three grade XII subjects.

"c" standing corresponds to a scaled score of forty to forty nine percent.

To qualify for admission to the University of Alberta, a student must obtain a standing of "B" (50-60%), or higher in English 30, Social Studies 30, and four other grade XII subjects. The student must also have an average scaled score of 60% in these six subjects. This means that a student receiving matriculation into the University of Alberta must present an average which places him in the top 37% of all candidates writing grade XII examinations. The system is highly competitive and this tends to raise the standards.

The major assumption of the credit system is that the standard set by all the students writing any one examination are more uniform from year to year, than the standards set by an ever changing small group of examiners. The scaling of marks as practised in Alberta, help eliminate the differences of standards required by examiners.

If there is danger of lowering standards through the years because of an ever increasing number of students attending high school, some with limited ability, a check could be made by instituting some form of quality control over departmental examinations. Promotion policies in the lower grades could also be elevated. This is already being done in some school districts.

The credit system also lends itself to the semester system, which is now on trial in the Red Deer Composite High School and the Fairview High School.

## EDUCATION MEET

by MRS. P. DUBY

The subject of Education in our world of today is such a vast topic and includes so many and varying problems that it is difficult to know what phases to talk about in a report of this kind.

I was very much impressed with a comparison drawn by Senator Donald Cameron, when speaking to the class at the Advanced Leadership Course at Banff last winter, when he said, "The study of Education with all its many problems is such a broad subject that it is like a sculptor with his hammer and chisel, chipping away at Mount Eisenhower, trying to mold a form on such a mighty structure."

Today we do not need to spend time trying to convince the general public of the importance of education for our people, for so much has been said and written that the majority of the people are aware of the need of more and better trained manpower particularly in the fields of engineering and science.

Both business and industry recognize this fact as shown by the St. Andrews Conference of 1955, which brought together many of Canada's top educators and businessmen and university students. The National Conference of Canadian Universities in 1956 came out with similar statistics. Then plans were made to hold a National Conference on Education in Ottawa in February 1958. The province of Ontario established the Hope Commission on Education which spent five years to study the educational problems of the province. Nova Scotia, too, saw the need of such a study and in 1957 the province of Manitoba set up a Royal Commission on Education and late in 1957 Alberta did likewise. British Columbia followed suit early in 1958. Thus it will be seen that in the last few years there has been a growing concern about the efficiency of our educational system. When the Royal Commission on Education was set up in Alberta, the people were given the opportunity to express their views through many different organizations and teachers' associations as well as private individuals, by attending hearings or by presenting briefs. The interest thus shown and the study undertaken so that they would be prepared to intelligently make recommendations has awakened within our people a new sense of understanding and their responsibility in helping to solve the inadequacies of our educational system. During the past year since the publishing of the Cameron Report many organizations such as Home and School Associations

and our Farm Women's Union have been making an intense study of the recommendations of the Commission and are striving to obtain a better understanding of our educational problems so that we may be capable of making intelligent decisions as to which ones we would like to endorse and see put into operation in our school program. More people have come to realize that at least 50% of our school population drop out of school before completing grade 11 or even less.

In view of this fact, we can readily see that the faulty performance we observe in the civic and business world may be a direct result of that percentage who left school before they had attained the type of education which could have supplied them with the qualities necessary for a high level of citizenship in a democratic society.

Senator Cameron, when speaking about the Report of the Royal Commission made this statement, "If we are to survive as a nation in the next 25 years we are going to have to educate all our people."

This is a truth which is recognized by leading educationalists and big businesses as well. So much does modern business believe in the necessity and common sense of training their employees that they are continually spending vast sums of money to provide them with the best training available. Business leaders are among the most ardent supporters of Continuing our Adult Education today. It has been estimated that American business now spends more money on training their employees at every level than the total of all university budgets combined.

Farm and agricultural leaders too, are realizing that the same is true of organizations, that it is becoming increasingly more important to have trained leaders on the local level who can intelligently represent the farmers at meetings and serve as board members for these organizations.

They are convinced that the ultimate success of any organization or co-operative depends upon its members being well informed and possessing a complete understanding and appreciation of the whole agricultural and co-operative movement.

It is for this reason that our Farmers' Union has joined forces with the major Co-operatives of Alberta to carry out a program of education and training in leadership, citizenship and co-operation. This new organization is functioning under the name of the Farmers' Union and Co-operative Development Association.

But here again, the degree of success which may be attained by this program

## The November General Curriculum Committee Meeting

by MRS. RUSSELL JOHNSTON

The General Curriculum Committee met on November 25th. This committee is made up of representatives of the Department of Education, including the various curriculum directors, representatives of the University of Alberta and the Faculty of Education, representatives of the Alberta School Trustees Association, the Alberta Teachers Association, and various lay organizations including the Home and School Association, the I.O.D.E., the W.I., organized labor and the F.W.U.A. representing agriculture.

The reports of the Elementary, Junior High School and Senior High School Curriculum Committees brought out the following information:

### Reading and English

Research into reading achievements shows that Alberta elementary school students are better readers than those in United States school. At the Junior High School level they are about the same but Alberta High School students are not as good readers as are the United States High School students.

The Junior High School Curriculum Committee felt that not enough was being done in the use of developmental and corrective reading classes and recommended the setting up of a sub-committee to study the present program and make further recommendations.

The Senior High School Committee approved a new hand book, "Guide to Modern English" and are attempting to find new satisfactory textbooks to follow the Royal Commissions recommendation that a single book be used for each course. This year, the English 30 examination will provide for one three-hour paper in English (500 marks) plus one two-hour essay (250 marks).

is largely dependent upon the support and co-operation we, as farmers, are willing and able to contribute at all levels of our organization. Whether we be officials or leaders or individual members of locals at the community level, we must each be prepared to contribute our share in making our organization a body of well informed and intelligent men and women.

Not only must we train our young people but adults too, must continue their education and development if we are to be able to meet the challenge of economic competition in our world of today.

**Mathematics**

New elementary arithmetic text books are being evaluated and will likely be authorized for September, 1962. An Inter-Provincial Arithmetic Committee met to study elementary Arithmetic in Alberta and British Columbia, discussing needs for revision textbook evaluation studies and in-service training of teachers, thus sharing the findings of the research projects. B.C. is conducting research into the "Cuisenaire" method of teaching arithmetic. A sub-committee of the Senior High School curriculum committee is considering ways and means of introducing modern mathematics into the junior-senior high school curriculum.

**Science**

The revision of the science program for junior high school is now completed, and the new text books are in use. The two curriculum guides will be consolidated into one. Revision in the senior high school, when completed, will double the experimental work.

**French**

A three year French program in high school instead of the present two year program was approved. A six year French program on an experimental basis was also approved in some schools.

**Health**

The grade ten course on Health and Personal Development is to be an elective instead of a compulsory course.

A further choice of non-examination subjects at the grade twelve level was suggested for diploma students.

**Curriculum Guides**

The various curriculum committees, following the suggestions of the Cameron Commission with regard to curriculum publications, are recommending — 1. an official elementary school program of studies which will include only a statement of objectives and content in each subject and that the curriculum guides also be published. 2. "The Course of Studies for the Junior High School" contain the basic content to be taught in each subject together with the basic objectives of each. 3. All Senior High School sub-committees are asked to prepare brief course outlines, containing only the aims, objectives and content of the various subject matter of the courses.

**Differentiated Programs of Instruction**

To provide for the varied ability of the pupils all Calgary children may complete the first three grades in 2, 3 or 4 years. Many Edmonton schools have adopted a program to provide for differing abilities and it is hoped it will be in effect in all schools next year. A committee is being formed to make a survey of present practices in

Alberta and to make the information available to other school systems.

**School for the Handicapped**

The General Curriculum Committee also considered information regarding a proposal to establish a school in Edmonton for the physically handicapped children, such as cerebral palsy and post polio cases. Such a school should provide the benefit of therapy according to need with the primary aim being to get the children into a regular school as soon as possible.

**Technical Institute**

The program of the Technical Institute to be built in Edmonton is not yet finalized. The following three main functions are anticipated:

1. Apprenticeship training in the trades, similar to the training now given in the Calgary Technical School.

2. Diversified training in the service occupations and commercial subjects with the possibility of academic upgrading of adults.

3. Higher Technical training — 2 years past grade twelve which might include radio and T.V. arts, electronics, art and printing, merchandizing, aeronautics and other fields.

**T.V. as a Teaching Aid**

The experimental use of television

in the schools during 1960 was reported.

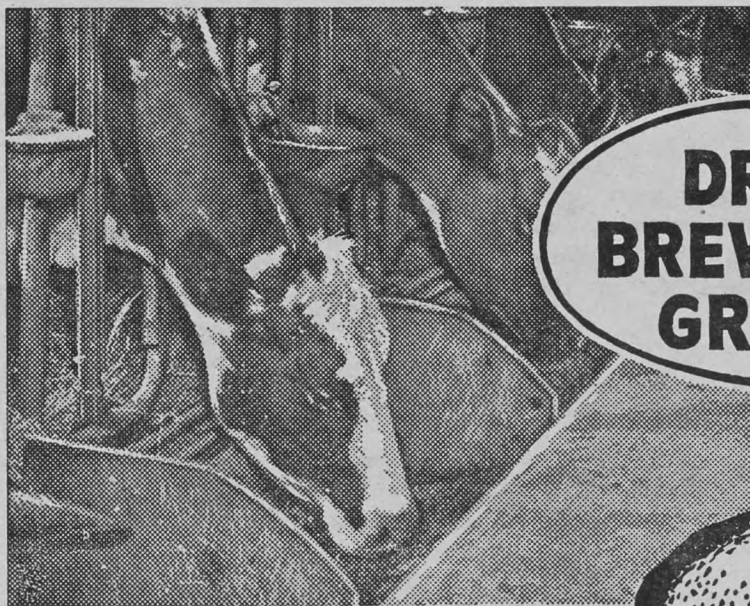
1. The National Advisory Council on School Broadcasting planned a series of 13 weekly television programs during January to March in which 500 Alberta classrooms participated.

2. The Alberta School Broadcasts Branch planned a science series during January to March in which 100 classrooms in the Edmonton area participated.

3. In November the Western Regional Television series, consisting of two series of four programs, was provided for the four western provinces.

The problem of educating retarded children was discussed — the need for specially qualified teachers, the high costs, and the need to develop a public attitude which will recognize this problem as a public responsibility.

Our F.W.U.A. cook books continue to sell like the proverbial hot cakes. We have had numerous requests for a bound book of some type of longer wearing cover. To meet these requests, we now have a cook book, exactly the same in content as the one which sells for \$1.25, with plasticized covers, for \$1.75. Try one of these—see if they are satisfactory.



**DRIED  
BREWERS  
GRAINS**

**AN EXCELLENT SOURCE OF  
PROTEIN FOR LIVESTOCK . . .**

The Premium Barley used in our Brewing process, provides a high protein supplement for livestock, in the form of Dried Brewers Grains. The supply of these grains for stockmen of course, is contingent on over-all plant production.

Place orders at our new Plant offices in East Calgary.



**CALGARY BREWING & MALTING CO. LTD.**

## TO THE LADIES

The following suggestions are made in the hope tht they will help the FWUA. If the man of the house looks over your shoulder while you read them — maybe they will help the FUA also!

### WHAT CAN I DO TO IMPROVE MY LOCAL?

#### (a) General

1. Attend all meetings
2. Elect good, active officers.
3. Help them whenever they ask for help.
4. Study the Constitution, By-Laws, and Policy of the FUA.
5. Talk "FUA" to non-members — both farmers and townspeople.

#### (b) At Meetings

1. Attend them all.
2. Be on time.
3. Take part in programs and discussions.
4. Encourage others to talk, and listen carefully.
5. Decide on what action you will take — then take it.

#### (c) Program Planning

1. List your program resources — Co-op Fieldmen, Government Fieldmen, Farm Union officials, Local Business and professional men, etc.
2. Plan ahead, Choose subjects on which you need information..
3. Appoint a program committee to arrange the programs.
4. At each meeting, report on what the next few programs will be.
5. Hold your meetings regularly, and advise all members a week before — by phone, card, or in the local paper.

#### (d) Special Programs

1. Invite neighboring locals to special programs, and attend theirs when invited.
2. How about a "family program" occasionally? (Films for the kids, a bingo game, a program, etc.)
3. Does your local hold a summer picnic or two? Why not?
4. What about a co-operative program, with the Home and School, or the local High School, the 4-H Clubs, or other local groups.
5. You might consider a program honoring district old-timers, past presidents, or some historical or anniversary dates in the district.

#### (e) District and Provincial Interests

1. Review the FUA services available from time to time — Insurance, Inome Tax, Surface rights, etc.
2. Plan to take part in your Dis-

## A Career Opportunity

### DENTAL AUXILIARIES IN ALBERTA

A new and challenging area of professional training will soon be available in Alberta. A two-year university course of training for Dental Auxiliaries will be offered for the first time (anywhere) at the Faculty of Dentistry, University of Alberta, beginning September, 1961. "Dental Auxiliary" means a person other than a dentist who is trained to perform certain dental services specified in the regulations pertaining to the Dental Auxiliaries Act as being services that a licensed dental auxiliary may perform in the Province. **Such services shall be rendered under the supervision or direction of a dentist, who is at all times responsible for the services.**

In addition to the intricate clinical skills and knowledge, this course provides an interesting variety of studies in the arts and basic science fields, including among others, such subjects as anatomy, office management, pathology, psychology, histology, bacteriology, English, chemistry, sociology and educational methods. Some of these courses will be shorter than the regular courses, providing the necessary background, but still fitting into a two-year course. In its initial stages the course will be patterned after the Dental Hygienist course being taught at the University of Toronto. Additional clinical and field training may be arranged during part of the summer recess between the first and second academic years. The dental auxiliary will be working with members of the health team, (dentist, physician and nurses), teachers and community groups; in the clinic the services will be largely with children.

Dental Auxiliary students will have their own special training area in the Faculty of Dentistry, but some subjects will be combined with other student groups, and much of their clinical training will be carried out in the new main dental clinics, along with the undergraduate dental students.

Dental Auxiliaries will fill a real need in Alberta by increasing the services of the dental profession. They will work with the dentist in providing examinations, surveys, dental health education,

strict Convention — delegates, resolutions, etc.

3. Study the resolution and policies as agreed to by the last annual convention.
4. Reply promptly to letters and requests from Head Office.
5. Now go back and read (a) 1 and (b) 1.

x-ray service, scaling and cleaning teeth, polishing fillings, providing topical fluoroide service and assisting with and providing many other office and laboratory procedures for which they have been trained during the course of formal training. The diploma will be awarded at the end of the second academic year.

Dental Auxiliaries will then work under the supervision or direction of a dentist in a local Health Unit or a City Department of Health, as defined by the Dental Auxiliaries Act. However, for the first two years after receiving their diploma, the areas in which they can work will be designated — and these areas will be selected on the basis of need. After this period of time they will be free to seek service with any Health Unit or any City Department of Health. The recommended beginning salary scale is in the neighborhood of \$270 per month.

The course will be open to men and women but is particularly suited to young women. Admission requirements for this program are to be a high school graduation diploma (senior matriculation) with B or higher standing in the required courses of Grade 12, and an average in these courses of at least 60%. The required courses are as follows: — English 30, Biology 32 and a foreign language. It is strongly recommended that Mathematics 30 be taken by prospective students.

Successful applicants, formally enrolled in the Dental Auxiliary training program, are eligible to receive (a) a subsistence allowance of \$75 per month during the first and second academic years and during that period of the summer recess between the first and second years that may be required for additional teaching or field experience, (b) tutition fees for the first and second years of training, which will be paid by the Government on behalf of each student accepted for enrollment, (c) a book allowance of approximately \$25.

Further information may be obtained by writing to Dr. H. R. MacLean, Dean Faculty of Dentistry, University of Alberta, Edmonton Alberta.

— Guidance Branch  
Department of Education

### District of Columbia Traffic Safety Reporter:

"An interesting statistic recently showed about 25% of the men who got married last year proposed while in a car.

"This is further proof that more accidents happen on highways than anywhere else."

## Handicraft Notes

Our congratulations to locals winning prizes in the F.W.U.A. Annual Convention exhibit.

First Prize of \$25.00 went to Pelican FWUA #707, Second 15.00 to Edmonton FWUA #603, Third \$10.00 to Park Grove FWUA #609, Fourth \$7.50 to Inland FWUA #615, Fifth \$5.00 to Asker FWUA #902 and the Sixth \$3.00 to Red Deer FWUA #1026.

Scrap Book prizes were awarded to Hope Valley FWUA #718, Asker FWUA #902, Pelican FWUA #707 and Sydenham Gerald FWUA #710.

The convention agreed to have a handicraft exhibit again next year and we hope that the locals are planning their exhibits now before the rush of spring and summer. Handicraft lists have been prepared and will be sent out to all locals in the February mailing. If you would like a copy please write to central Office for the 1961 list.

We will have scrap books of our own community for 1961. This should be a most interesting project for our locals. Remember to write up a brief history of your area, including the names and origin of the pioneers, birth place and date, interesting items about arrival in Alberta, work in farm organizations,

## Amisk F.U.A. Hi-Lites

NINETEEN MEMBERS and four visitors attended the January meeting of the Amisk FUA Local 702, at the home of Mr. and Mrs. Alex Ferense.

THE ROLLING HILLS MEMBERS were thanked for being in attendance. At the next meeting which will be held at Louis Prost's home, CZAR members will be invited as well as Mr. A. FOSSUM, sub-director for district 7.

COUNTIES and CITIES from the YUKON, through CANADA, across the sea to WALES, ENGLAND, SCOTLAND and NORWAY were visited during the meeting through the medium of slides taken by Martin Grundahl and Mrs. Mellemstrand. We saw:

At CARMACKS in the YUKON a view of a vegetable garden planted in

pictures would add. Information about pictures should be hand written preferably.

If a duplicate copy of above information could be made the F.U.A. would appreciate a copy to help in compiling the Farm History. An index is a help in scrapbooks. Prizes of \$10.00, \$7.50, \$5.00, \$3.00 and \$2.00 will be given again. We hope your local has already made a start.

the middle of June, in full production in August.

IN TORONTO, the Casaloma Castle and the water sports at the Canadian National Exhibition.

IN MONTREAL, the St. Lawrence Seaway, and Iroquois Indian Chief and portions of St. Joseph's Oratory.

IN HALIFAX, the famous Annapolis Valley near home of EVANGELINE — a 90 year old bicycle made from democrat wheels, a team of decorated oxen valued at \$2,000.00 and a picture of the first sawmill in NORTH AMERICA where CHAMPLAIN landed in 1603.

IN ENGLAND, the Big Ben.

IN WALES or vicinity thereof a road sign reading:

PENRHYNDEUDRAETH

One member asked if that meant KEEP OFF THE GRASS! Could any of the readers help us out?

IN SCOTLAND, some shots of the many castles nestled in the hills and IN NORWAY, the beautiful FJORDS AND FJELLS. ARRANGEMENTS were made to send 5 members to the WORKSHOP sponsored by the FU & CDA at Wainwright on January 30.

AFTER THE MEETING, a delicious lunch was served by Mrs. Ferense.



# F. U. A. MEMBERS

It is a PRIVILEGE and IMPORTANT to hold  
F.U.A. MEMBERSHIP

**A Well Informed Member Is . . . .**

- **A Better FARMER.**
- **A Better MANAGER.**
- **A Better CITIZEN.**

**BE PROUD OF YOUR LOCAL**

**SUPPORT YOUR OFFICERS**

**ATTEND ALL MEETINGS**

## Co-ops and Publicity Come, Blow Your Horn!

by JERRY VOORHIS

Public relations counsellors have a maxim: "Live right, then tell about it." Translated into economic terms, this means, "Develop an excellent product, follow the best personnel policies, make the greatest possible contribution to community welfare—then plan your advertising on the basis of these accomplishments."

This is unquestionably the only way for co-operatives, credit unions and other small enterprises to operate.

But for national advertisers it's too slow. "Nationally advertised brands" have caught the public imagination, not because the products are better, but simply because the huge concerns can afford to present their images to mentally inactive TV viewers night after night.

Maybe one answer to the question, "Why don't co-operatives have more impact on American thinking and the economy?" is that they just don't have enough to the "national-advertiser" conditioned mind.

**But this isn't the whole answer. It borders, in fact, on an excuse.**

For, over the long pull, the public relations men are still right. It is still basically true, or at least it will be, that "what you are speaks so loudly that I cannot hear what you say."

The real reason co-operatives don't have a greater impact on American life is because co-operatives of various types have not yet put together their own resources. There are unmistakable signs that they are coming closer and closer to doing so.

**If they did, here are some of the results they would obtain:**

1. IF even half the insurance now bought by co-operatives and their members were placed with co-operative insurance companies, those companies' business would be 5 times its present volume. So would their pool of funds that could be invested in farm supply, consumer, housing, health and other kinds of co-operatives.

2. IF all rural electric, farm supply, farm marketing, consumer, housing and health co-operatives were to organize credit unions among their members, the number of credit unions would increase 50 percent. And co-operative credit unions' influence in the credit union movement would be many times what it now

is. Closer relations between the credit unions and other co-operative and mutual organizations would automatically result.

3. IF farm co-operatives, consumer co-ops and insurance companies were to work together fully at the task, there could result a completely co-operative system of producing, gathering, processing, packaging and delivering food from farmer to consumer. There would be no longer any "price spread" except for actual costs of physical transfer involved. Farmers and consumers would share in ownership of the highly profitable segments of the food business.

4. The volume of what have been purely farm supply co-operatives in such items as fuel oils, gasoline, auto supplies and appliances could be multiplied by adding town and city patrons.

In Ontario, in fact, the farmers' United Co-operatives of Ontario is financing organization of consumer co-operatives in cities for this very far-sighted purpose.

And why indeed should not consumer co-operatives, locating more and more in suburban areas, look for good members among farm families in nearby areas?

5. IF employees and members of all kinds of co-operatives had the benefits of co-operative prepayment health plans, membership of these plans in the U.S. would more than double. This logical and proven answer to the problems of keeping well and paying the doctor would receive a tremendous forward push.

6. IF even a little financial support and a lot of moral support were given by other co-operatives to the development of co-operative housing in their communities, we might begin to duplicate in other places New York City's tremendous co-operative housing progress. Around groups of families owning their homes together, all sorts of related co-operative enterprises can be and have been built.

7. Suppose all the demands by all kinds of co-operatives for public relations, advertising, management consultation, technical business services and similar costly and exacting services were pooled.

The American co-operative business then could jointly own one of the finest service firms in the whole nation, providing from a broad staff of the best available people most of the services of this sort that they would need.

It would be comparatively easy under those circumstances to bring together from all co-operative sources a budget of \$1 million or even \$2 or \$3 million

## F.W.U.A. HI-LITES . . .

(Continued from page 23)

Sec.-Treas.—Mrs. Don Hoar;  
Directors—Mrs. Lesley Hoar, Mrs. Guy Kirk, Mrs. Wilf Hemeyer.

### High Prairie FWUA (High Prairie)

President—Mrs. C. Porisley;  
Vice-Pres.—Mrs. M. Belyan;  
Secretary—Mrs. C. Freeman;  
Directors—Mrs. Cowell, Mrs. Freeman, Mrs. McCue.

### Tomahawk FWUA (Tomahawk)

This local has decided to retain their present officers for another year. Good work ladies.

### Shady Nook FWUA (Red Deer)

President—Mrs. Audrey Braithwaite;  
1st Vice-Pres.—Mrs. Edna Butler;  
2nd Vice-Pres.—Mrs. Bertha Galt;  
Treasurer—Mrs. Edith Braithwaite;  
Secretary—Mrs. Amy Pearson;  
Safety Convener—Mrs. Bertha Galt;  
Sunshine—Mrs. Edith Mumfand,  
Mrs. Florence Anderson;  
Directors—Mrs. Elsie Lutz, Mrs. Helen Wiggins, Mrs. Lydia Janes.

### Fairview FWUA (Fairview)

President—Mrs. Hilda Gibson;  
Vice-Pres.—Mrs. Hugh Scott;  
Sec.-Treas.—Mrs. Freda Proctor;  
News Reporter—Mrs. Peggy Sinisson;  
Directors—Mrs. Gerrard, Mrs. K. Moskalyk, Mrs. Pfoh, Mrs. S. Simpson.

### Inland FWUA (Vegreville)

President—Mrs. Russel Goshko;  
Vice-Pres.—Mrs. Andrew Goshko;  
Sec. Treas.—Mrs. Nestor Baydala;  
Directors—Mrs. Mike Klemoychko,  
Mrs. Paul Tropok, Mrs. John Hunchak;  
Sunshine Convener—Mrs. Paul Kovich.

### Freedom-Naples FWUA (Freedom)

President—Mrs. Dorothy Properzi;  
Vice-Pres.—Mrs. Dorothy Steinburg;  
Secretary—Mrs. Philiphine Albers;  
Safety Convener—Mrs. Ruby Moltzan.

### Sunny Hills FWUA (Morrin)

President—Myrtle Miller;  
Vice-Pres.—Clara Montgomery;  
Secretary—Fay Jensen;  
Treasurer—Viola Holliday.

### Bay Tree FWUA (Bay Tree)

This local had its share of good and bad news. Unfortunately a good deal of sickness has been making the rounds of their children. The good news is congratulations going to Mr. and Mrs. John Sajtovich on the birth of a baby boy on November 5, 1960. Congratulations folks!

a year to tell the American people the institutional story of the benefits to them and to our country, that flow from the co-operative sector of our free economic system.

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- ☆ **F.U.A. FARM LIABILITY INSURANCE.**

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**2.8**

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